

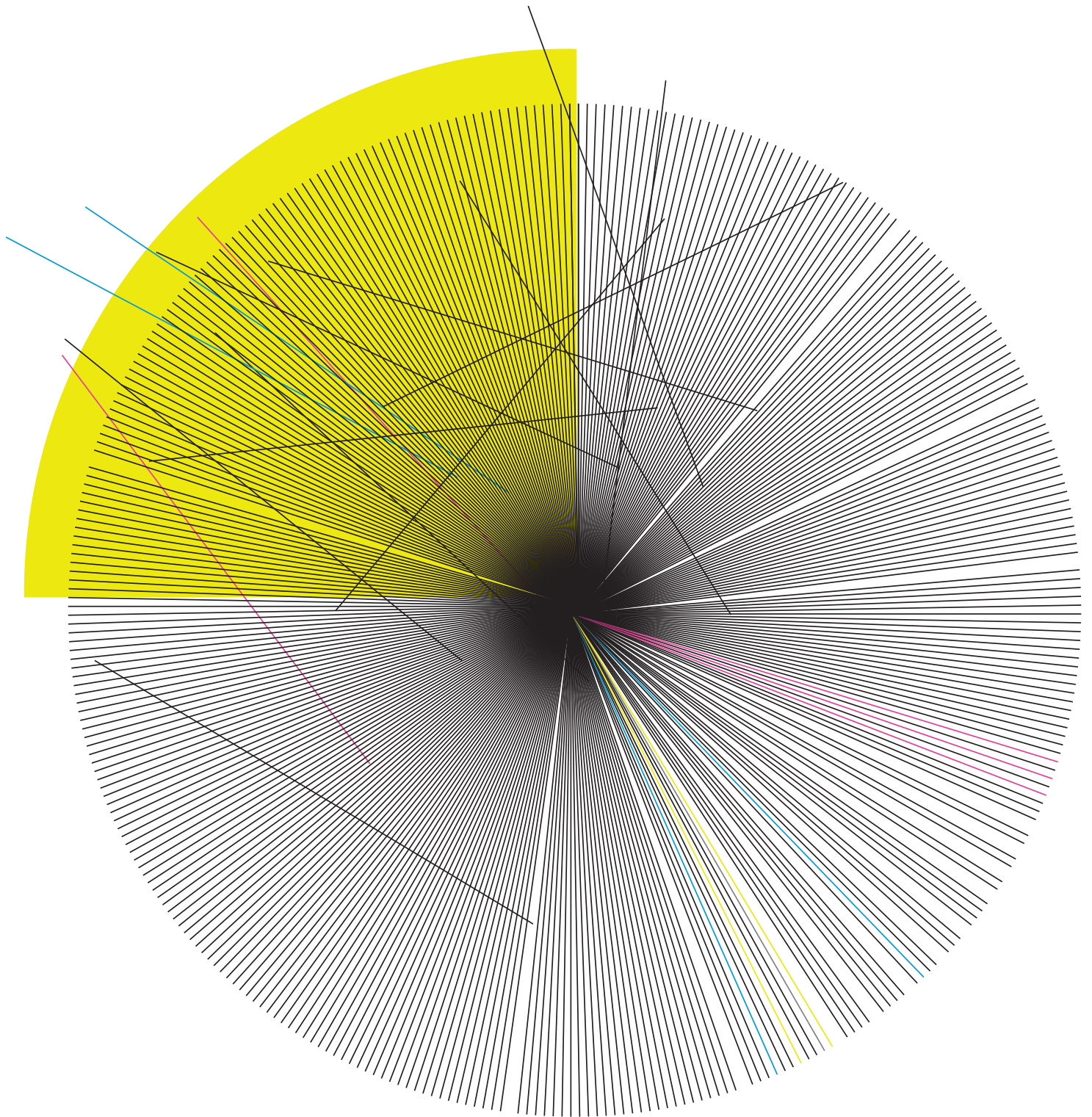


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creative cv guide

How to make an impression
in the creative industries



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www.dit.ie/careers



This guide has been written by DIT Careers Service

foreword

It has been developed in response to ongoing requests from students for advice on the best ways to make an impression in the creative industries. The introduction to the guide places the application process in the context of the process of good career decision making — knowing yourself (what motivates you), knowing what's out there (where the opportunities are), making a choice to pursue a particular role or opportunity in the creative sector.

Make sure to look at all the CV samples throughout the book and not just those related to your discipline

It will then take you through how to target your CV and cover letter to employers or those with opportunities and make sure it stands out from the crowd. No CV and cover letter are ever perfect, however, there are certain factors that are important to keep in mind, and guidelines are outlined to help you. Tips and sample CVs and Cover Letters are included that have been developed in collaboration with academics and industry professionals.

A good CV or cover letter, like everything else in the creative arena, is a subjective thing. Experts differ greatly in their opinions. What some see as innovative and new, others may see as crass and amateurish, **but the core elements of an impressive CV and cover letter remain a constant. Use them to demonstrate your personal skills, experience, qualifications and achievements which will be of benefit to the company and the role.** They give potential employers a first impression of you — make sure it is a good one!

Finally, we offer suggestions to help you prepare to showcase your talents to prospective employers in other required formats. Whether it is in the form of a showreel, audition or portfolio, when it comes to the creative industries, presentation and professionalism is everything. Whatever your creative discipline, we are sure you will find this guide useful. We also encourage you to get in touch with your own careers service for any queries you might have.

introduction to creating your career

Career is our journey through life. It is an expression of what is meaningful and important to us. It is a series of paid and unpaid experiences and can include our roles as student, worker, citizen, parent, spouse and so on. Career satisfaction usually comes from the interplay between 'being' (sense of self) and 'doing' (the expression of self).

In this rapidly changing and evolving world the idea of a clearly defined career path and job for life is outdated. In fact, the concept of a career as a 'job for life' in the creative industries has probably never existed. Change is now the only certainty in life. The challenge is to manage this constant change.

Think about this: the majority of graduates will be working on average 8 hours a day, 5 days a week for 40 — 50 years.

Imagine yourself 40 years from now. Has your career been one which gave you personal satisfaction and played to your strengths and abilities? Did you realise your potential? Did you forge a path that was rewarding and successful in terms as you personally defined them?

To answer yes to these questions you will need to manage change well. Managing change means making choices. To make sound career choices it is important to have a flexible framework which enables to take control of your careers.



The starting point is to know what motivates you and the factors which influence these motivations. This knowledge will enable you to define real meaning and happiness in both your career and indeed life. It will also provide you with key information sought by employers and those with opportunities.

Motivation can be broken down into two key facets which mutually influence each other: internal and external. Central to internal motivation in relation to both career and personal life are VIPS:

values	>	what's important to you?
interest	>	what you like to doing?
personality	>	what suits you?
skills	>	what you can do?

It is likely that the source of much creative expression emanates from your unique combination of VIPS. It is well worth spending some time reflecting on the internal motivating factors which influenced your choice to pursue a career in the creative arts. To do more in-depth research, the web resources on page six are a good start which will also provide excellent material for inclusion in your CV and cover letter. It is also worth noting that employers interview questions will also be based around your VIPS.

It would be an ideal world if we would all act out of internal motivation. There are, of course, external factors which influence our motivations and indeed decisions to pursue one course of action over another. Factors such as friends, family economics, environment, mobility and even gender can enable and empower us or inhibit and hold us back, (see diagram on pg. 5). Sometimes we make choices based solely on external influences without reference to our own values, interests, personality and skills. This could lead to less fulfilling decisions being made, possibly resulting in stress and unhappiness. Do you know someone who might be experiencing this kind of stress in their career?

Again, take some time to reflect on the external factors which influenced your decision to pursue your chosen career.

In which ways did they influence you — help or hinder? Looking ahead, what external factors do you see influencing you — what is your level of control over them?

By reflecting on both the internal and external motivating factors and their impact on your decisions, you will begin to develop a deeper understanding of why and how you choose one particular path over another.

Becoming aware of the factors which influence your decisions is the first key step to taking control of your career and life journey.

Just as the world is constantly changing, you, based on new life experiences, will also change. While your personality will remain relatively constant over time, your values, interests and skills will change and evolve throughout your life. Depending on life circumstances and experiences, what interests you now may not be of interest later in your life; you might wish to develop and use new skills; what's important to you may also change. Likewise the relative importance and influence of external factors on your decisions may also change e.g. the labour market is constantly changing; the impact and influence of personal relationships will also change.

The interplay of all these motivating factors drives your career and life journey. You need to work to balance them in a way that is meaningful for you. Remember, however, most career and life choices will have some element of compromise, e.g. sometimes we are not compatible with certain people or work environments; we often have to do things we'd rather not do. If security of work and income are important to you — certain roles in the creative industries may be very challenging from this perspective. The critical thing to reflect on, is the point at which you won't compromise any further.

values, interests, personality and skills

The diagram below is simple yet powerful and can be used for several purposes:

- > As a tool for you to look at in relation to what personally motivates you.
- > As an insight into how employers and those with opportunities gauge required attributes of a successful candidate and indeed how they assess applications.
- > As a tool to check your CV and cover letter has given a complete picture of your capacity and motivation to undertake the role or opportunity.

Values and interests

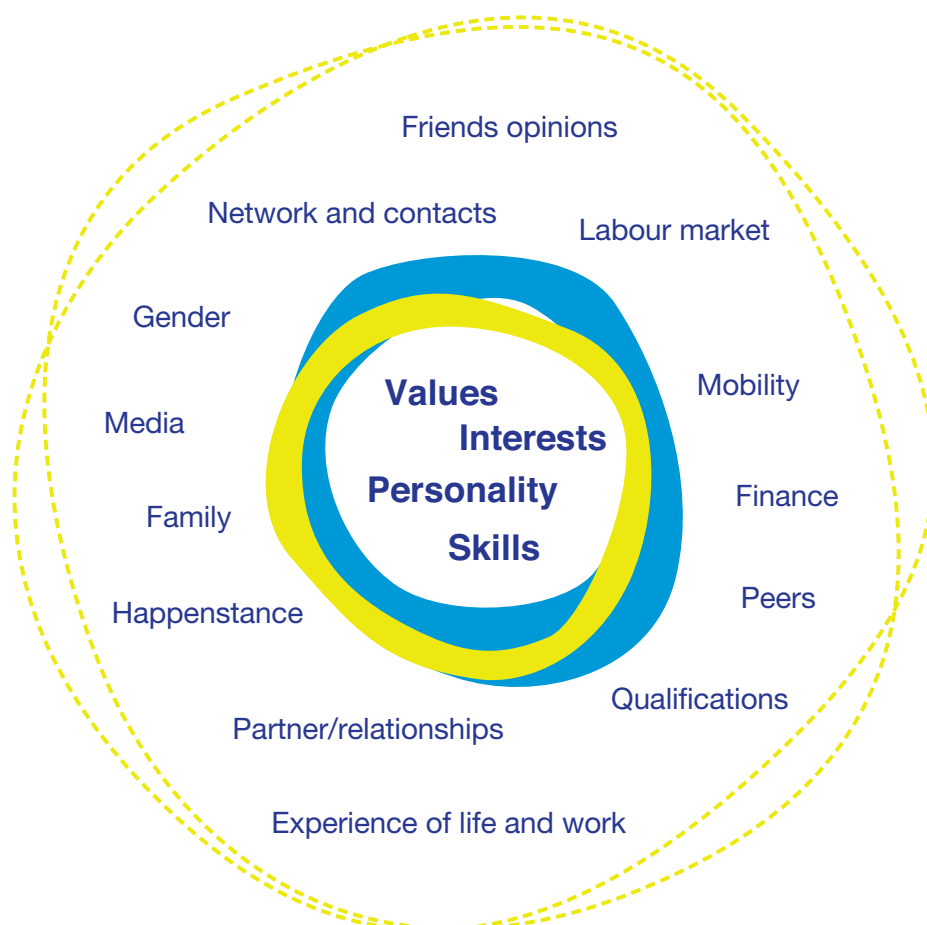
Will you do the role/complete the opportunity/project?

Personality

Will you 'fit' the role and/or the organisation i.e. do you have the personal traits or characteristics required?
When you complete your CV and cover letter it is worth rechecking to ensure you have given a complete picture of your motivations to undertake the role/opportunity.

Skills

Can you do the role/complete the opportunity/project?





useful websites

prospects.ac.uk

Prospects planner: interactive career planning programme – builds personal skills, interests and motivation profile

careersportal.ie

Interest inventory based on vocational personality type

windmillsonline.co.uk

Structured career interactive planning resource; values; interests and skills exercises

myfuture.edu.au

Career exploration tool

Personality assessment.com

MAPP: self assessment of what personal motivations

kiersey.com

Personality type preference tool

personalitypage.com

Personality type overview & profiles

Learning styles

learning-styles-online.com/inventory

Learning styles questionnaire

Confidence

bbc.co.uk/relationships/improving_your_confidence

know what's out there



There are approximately 10,000 occupational classifications, 1,000 post graduate courses in Ireland, 195 countries in the world to visit and countless business opportunities. Making choices in such a landscape can be confusing. If you have undertaken some work on your VIPS you will already have narrowed down this vast array of choices. The next step is to do some more in-depth research on the occupational areas and opportunities to which you are drawn.

Your search would ideally include:

- > Sourcing occupational information — available in hard copy and online.

This can be supplemented by:

- > Arranging Information Interviews with people currently working in the careers which interest you.
- > Securing a period of job shadowing/work experience to get a clearer picture of what this career involves.
- > Researching the labour market to gauge employment trends.

It is most important to filter the information you gather at this stage by relating it to your personal internal and external motivating factors. You can then build a picture of where you are now compared to where you want to get to. This is critical to helping you make a thought-out choice.



> Personalise a found item!
A 'Do Not Disturb' hotel sign provides an appropriate background when you need a business card fast!

The questions below might help you in filtering the information you have gathered.

internal

- > How does the role/area sit with my value system?
- > Am I genuinely interested in the area/role?
- > Does it suit my way of interacting with the world?
- > Am I using skills I have and like to use?

external

- > Does the role require me to undertake further study?
- > Are opportunities very limited?
- > Would I have to travel or even move country?
- > Will this role or opportunity meet my financial needs?
- > How will it impact on my lifestyle and relationships?

occupational information

Sector skills council for creative media www.skillset.org
 Gradireland > sector guides and occupational info www.gradireland.com
 Prospects > 'jobs and work' and 'explore types of jobs' www.prospects.ac.uk
 Career directions occupational database www.careerdirections.ie
 Careers portal www.careersportal.ie
 Target jobs > careers sector targetjobs.co.uk/careers-intelligence
 DIT virtual careers library www.dit.ie/careers
 Careers resource to the professions www.insidecareers.co.uk

Further study

Postgraduate study database Ireland www.postgradireland.com
 Qualifax > course database Ireland www.qualifax.ie
 Prospects > for UK and international www.prospects.ac.uk
 Education UK www.educationuk.org
 Studying in Europe <http://ec.europa.eu/ploteus>
 Guide to studying in the USA www.petersons.com

Entrepreneurship

Dublin City Enterprise Board www.dceb.ie
 Department of Enterprise, Trade and Employment www.entemp.ie
 Sector skills council for creative media www.skillset.org

Year out/volunteering

Opportunities in Ireland www.volunteeringireland.com
 Opportunities in Ireland www.comhlamh.org
 UK-based volunteering for 16–35 year olds www.csv.org.uk
 Comprehensive volunteering website www.volunteerabroad.com/search.cfm

(see list of useful websites for your discipline)

making a choice

decision making
techniques and tips
www.mindtools.com/pages/main/newMN_TED.htm

Now that you know yourself a little better and you have looked at some occupations and options that interest you, you are in a position to make some choices about your career. Do you:

- Search for a job?
- Start your own business?
- Undertake further study?
- Take time out?

Research suggests that the ways in which people prefer to make career decisions is rich and varied; ranging from a concrete target oriented approach to a more open-minded, flexible approach to goals and the impact of circumstances. Bimrose et al, (2008), based on a longitudinal study of the impact of careers interventions, found four dominant styles of career decision making:

Evaluative: This involves a period (sometimes prolonged) of review, evaluation and reflection, eventually culminating in decisions that potentially contributed to a longer term career goal, though with a characteristic degree of uncertainty and ambiguity built into the process.

Strategic: The identification of ultimate career goal and were making conscious, strategic career decisions related to formal employment, designed to contribute to that long term objective.

Aspirational: This style is based on focused, but distant career goals. Interim goals are seen in the broader context of the ultimate career aspiration not critical key steps. These goals often relate to personal circumstances and not necessarily to formal employment.

Opportunistic: Careers decision making in this is based on primarily on the range of opportunities available at the time rather than on the setting of clearly defined strategic goals. It is well worth reflecting on your personal approach to decision-making, the factors influencing it and the impact of this style on your career direction.

> Bimrose, J & Barnes S.A. (2008). *Adult Career Progression and Advancement: a five year study of the effectiveness of Guidance: Institute for Employment Research, University of Warwick, Coventry.*

get there

> Help your CV to get there...
Send an origami homing pigeon
and hope that you will
get good news back!

This stage of the career planning process includes:

- > Opportunity searching and networking
- > Researching further study options
- > Seeking information and support around entrepreneurship
- > Making applications – CVs; cover letters; application forms; self marketing
- > Planning for taking time out

The primary focus of this guide is to help you prepare professional applications for opportunities and to enable you to professionally present yourself using a range of media.

> Give your envelope a makeover
and your CV a chance to be
noticed above the competition.
Make an envelope from a
magazine, a poster or an old
map using a template from
an existing envelope.

job hunting resources

(see list of useful websites for your discipline)

Jobs bulletin boards on careers services websites

Jobs for graduates www.gradireland.com; www.prospects.ac.uk; www.targetjobs.co.uk

Irish jobs online www.irishjobs.ie

Recruit Ireland www.recruitireland.com

Monster www.monster.ie

Stepstone Ireland www.stepstone.ie

Nicemove www.nicemove.ie

FÁS www.fas.ie

Short term and part-time jobs www.nixers.com

Recruitment agencies www.niceone.com

Teaching vacancies in HE www.hea.net

Online education recruitment specialists www.educationcareers.ie

Administration jobs www.adminjobs.ie/links.asp

Computer jobs www.computerjobs.ie/links.asp

Sales jobs www.salesjobs.ie/content/links.htm

Newspapers

Irish Times www.irishtimes.com

Irish/Sunday Independent unison.ie/appointments

Sunday Business Post www.sbpost.ie

Irish Examiner www.examiner.ie

Belfast Telegraph jobfinder.belfasttelegraph.co.uk

The Guardian www.guardian.co.uk/jobs

Research and PHD

PhD jobs www.phdjobs.com

European research positions europa.eu.int/eracareers/index_en.cfm

Business directories

Irish internet yellow pages www.nci.ie/yellow

Irish golden pages www.goldenpages.ie

Kompass directory (Irish companies) www.kompass.com

Enterprise Ireland www.enterprise-ireland.com

Irish company listing www.indexireland.com

Business to state info and services www.basis.ie

State bodies and organisations www.irlgov.ie

Irish media directory www.mediacontact.ie

**WILLING
+ ABLE**

JOHN BARNES
Full name
2 HATFIELD PARK, DUNDUM, CO. DUBLIN
Address
+353 76 775 092
Telephone

Creative, self-started **PROJECTS** seeking a challenging **CAREER** time
position with advancement opportunities within the **ADVERTISING** industry that will
enhance my knowledge in **POSTER DESIGN**. I have a **SYMBOL** work ethic and
am **HANDS-ON** and **PROFIT** motivated. I like getting up early.
CLIENTS value about every different **VALUES** I can learn possible of
PERSONAL work but also love a **TEAM** player.
I have a **BSC** degree in **MARKETING** from **RDU** in
DUBLIN which I received in **2006**. I am currently studying
MS COMM in **2011** **MARKETING STRATEGY**
My work experience consists of **2** years of designing **POSTERS**
and **LOGOS** and producing **LAYOUTS**. Other duties included
strategies of **MEETINGS** and presentation of **DEVELOPS** before this I was
employed as **PROB** in a large firm for **2** years. My other
interests include **SPORTS** **TRAVEL** and **PHOTOGRAPHY**
REFERENCES and my **TELEPHONE** are available upon request.

> Set the tone of your CV
Display your creativity in
your application.

take stock

Your career is a constantly evolving and dynamic process. It is important that you are as much control of the process as you can. If you have a good sense of yourself and what motivates you, you have a good lens to assess information and experiences. **As you change so will what gives you meaning and satisfaction in terms of your career and indeed your life.** Personal meaning and satisfaction are always worth striving for.

architecture

drama

fashion & textiles

fine art

interior design

journalism

media arts

music

photography

visual communications

& digital games



Sara Siobhán Love

8 Knockbreda Park,
Belfast, BT6 OHB, N. Ireland
07783 171 617

sara.love@hotmail.co.uk

Personal Details:

Education & Qualifications:

- 09/08 - 06/11 **University of Ulster**, Belfast, N.I.
Bachelor of Arts with Honours in Architecture
Second Class Honours Upper Division Classification
- 09/06 - 06/08 **Belfast Metropolitan College**, Belfast, N.I.
SQA HND 3D Spatial/Interior Design
Full-time course studying perspective and technical drawing,
Auto CAD, construction methods, desktop publishing, photography
and history of art and design. (Awarded with Merits)
- 09/00 - 06/05 **Belfast Institute of Further and Higher Education**, N.I.
BTEC ND 3D/Interior Design
Part-time course studying perspective and technical drawing,
Auto CAD, construction methods and history of art and design.
(Transferred to HND)
- A-Level Historical and Critical Studies in Art & Design (A)
A-Level Art & Design and AS-Level Sociology.
- 08/98 - 06/00 **Santa Rosa Junior College**, Santa Rosa, CA, U.S.A.
History of Art, Art and Design, Oral Communications,
Business Studies, French, Mathematics and Psychology.
- 09/98 - 06/98 **St. Helena High School**, St. Helena, California, U.S.A.
High School Diploma with Advanced English and Mathematics.

Volunteer Positions:

- 09/06 - present **PLACE**, Belfast, N.I.
Approx. 12 events with exhibition set up and hospitality at the
RSUA / Belfast City Council gallery of the Built Environment.
- 10/09 - present **Costume Making Workshops**, Belfast, N.I.
Tribal Style Bellydance costume making group facilitation.
- 09/01 - 05/02 **Students Union**, BIFHE, Belfast, N.I.
Student Governor and Students Union President.
- 09/00 - 05/02 **Wisecrack Drugs Education**, BIFHE, Belfast, N.I.
Student Mentor, OCN Accreditation.
- 06/94 - 06/98 **SHCC Youth Group**, St. Helena, California, U.S.A.
Local and Mexico based community work.

Employment History:

- 10/07 - present **Avoca**, Belfast, N.I. (Part-time)
High levels of customer service at gourmet cafe.
- 06/07 - 09/07 **Teuton and Company**, Belfast, N.I. (Full-time)
Visuals Technician using AutoDesk Auto CAD and Impression.
- 10/06 - 07/07 **Still**, Belfast, N.I. (Part-time)
Sales of gifts and interior home furnishings.
- 12/05 - 09/06 **Dekko**, Belfast, N.I. (Full-time)
Furniture sales at interiors shop.
- 02/04 - 06/05 **Craftworks**, Belfast, N.I. (Part-time)
Supervisor and Key Holder at local crafts shop.
- 08/01 - 05/02 **Clements**, Belfast, N.I. (Part-time)
Fully-trained Barista and floor staff at cafe.
- 06/97 - 05/00 **Cantinetta & Tra Vigne**, St. Helena, CA, U.S.A. (Part-time)
Lead Host and Reservations at gourmet restaurant.

Skills and Awards:

Advanced Autodesk AutoCad 2D/3D Modelling and Photoshop for MAC and Microsoft.

Highly Commended in the IKEA Eco-design Competition '08.

Proficient in written and verbal French and Spanish.

Excellent attention to detail, problem-solving, communication, and interpersonal skills.

Design and delivery of presentations and workshops.

Personal Interests:

Architecture, design, arts, decoration and crafts.

Heritage, conservation and regeneration.

Sustainable design and development.

Singing with folk, rock, blues and jazz style performance.

Yoga practice & Tribal Bellydance training with performance.

References:

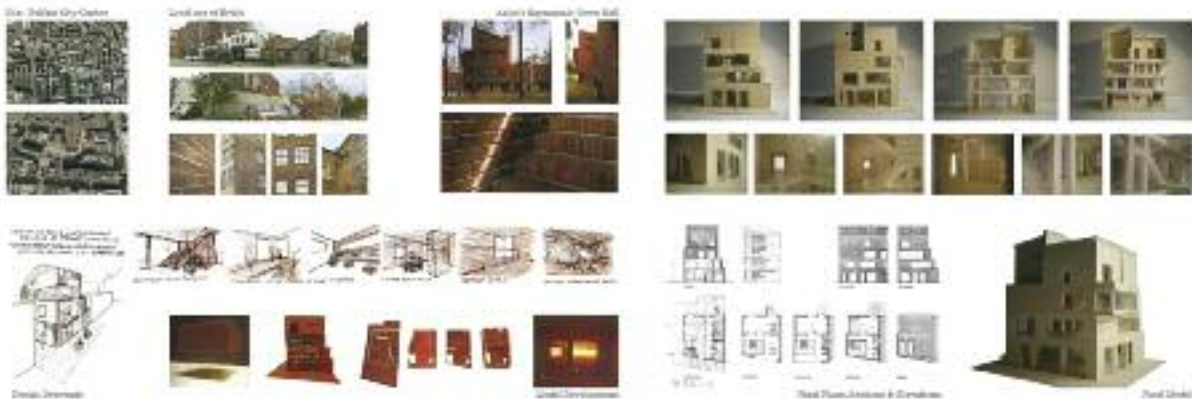
- Mike McQueen **University of Ulster**, 3rd Yr BA Architecture Co-ordinator
York Street Campus, Belfast, BT15 1ED
028 70 123 456
- Raymond Evans **Belfast Metropolitan College**, 3D Design Director
Gerald Moag Campus, Millfield, Belfast, BT2 1HS
028 90 265 423 / revansinteriors@aol.com
- Michael Ross **Avoca**, Restaurant Manager
Nicola Small 41 Arthur Street, Belfast, BT1 4GB
028 90 279 950

U.U.B. Students Union Health and Entertainment Centre : Urban Sanctuary



A glazed entrance, cafe and circulation bridges into the separate brick health facilities and the portland stone entertainment complex of this students union building. New entries link the existing pathways of the local area and are inserted for the internal circulation routes providing a variety of heights, widths and light within. (1st Semester, 3rd Year, U.U.B. BA HONS Architecture, 2011.)

Bank Square: Centre for Music and Literature: Building Experience



This belgian city centre location for a new centre for music and literature contains public spaces for performances and private spaces for research. A ground floor cafe maximises the use of glazing whereas upper levels become more enclosed culminating in a womb-like auditorium on the top floor. Historic and modern brick back sides of buildings dominate the site, and inform the use of reclaimed and new bricks for various levels of the building. (1st Semester, 3rd Year, U.U.B. BA HONS Architecture, 2011.)

ECO-EXPO : Mobile Exhibition : HND Spatial Design '08



A mobile exhibition pavilion to showcase the U.K. and Ireland's finest contemporary eco-design has been created using discarded shipping containers. Visitors enter via the plastics display and through to timber and paper, to metal and fabric and finally to an information and events area. Facts and figures based on waste associated with these materials are displayed internally and externally. (Design Competition in the field for Design Competition, 08)

architecture

drama

fashion & textiles

fine art

interior design

journalism

media arts

music

photography

visual communications

& digital games



Joanne O'Sullivan

38 Cabinteely Way, Dublin 18

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Personal Profile¹

Height: 5'9"

Build: Slim

Eyes: Blue

Hair: Blonde

Age range: 20 — 25

Accents: Various American, French, Regional Irish and English

Training

2006 — 2010: Bachelor of Arts in Drama (Hons), (Performance) (2.1), Dublin Institute of Technology

Core subjects: Concepts of Performance, Drama Facilitation Skills, Critical Analysis, Stanislavski System of Acting, Shakespeare in Performance, Contemporary Irish Drama, 16th — 19th Century European Drama.

Acting Showcase/Performances/Productions/Projects/Case Studies/Thesis

Acted in...

Co-produced...

Performed in...

Developed community workshop on...

Master Classes

Acting for Film and Camera (*Judith O'Shea*), Singing (*Peter Murphy*), Movement (*Jill O'Connor*)

Restoration Comedy (*Philip Kent*), Accents (*Sophie Creed*), Clowning (*Oliver Brennan*)

Productions (Credits)

Date	Play	Character	Director
December 2008	Twelfth Night	Olivia	Bryan Gormley
September 2008	Phaedra	Aricia	Ian Berry
May 2007	Plough and the Stars	Bessie Burgess	Michael Byrne
December 2007	Romeo and Juliet	Juliet	Julie Collins
September 2007	Fair City, RTE	Bar attendant	Patrick Kelly

Accomplishments/Interests

Music: Classical guitarist. Piano (Grade 4). Soprano, chorus and solo singing.

Dance: Contemporary, jazz, tap dance and Irish dancing.

Languages: Irish (fluent), French (intermediate).

Volunteering: Drama Facilitator, YMCA, (Easter 2009).

College: Class Representative, BA in Drama, (2006), Treasurer, DIT Drama Society (2009).

Teaching: Part-time teacher, drama, private lessons to children (2007 — ongoing).

Notes

1. As you experience a well produced DVD/CD (showreel) recording samples of best work or a professional portfolio demonstrating experience may form part of the application.

Joanne O'Sullivan

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Ms Geraldine Power

Actors Alive, 203 Old Blackrock Road, Monkstown, Co Dublin

5 September 2010

Dear Ms Power,

You may remember that I met you last May at Dublin Institute of Technology's final year showcase where I played the part of Bessie Burgess in *Plough and the Stars*. At that time, you suggested that I forward you my Curriculum Vitae in relation to being represented by your agency.

I understand that you specialise in television and commercial work which are of particular interest to me. From researching your organisation, I note that your corporate clients include Vodafone, Dove, IBM, Diageo and the National Lottery and that you have placed actors in high profile drama productions such as *'The Clinic'* and *'Bachelors Walk'*.

My Curriculum Vitae attached outlines my training background (degree programme and master classes) as well as the productions I have been involved in. I am currently playing Olivia in the Gate's production of *Twelfth Night* until the 12 October and would be delighted to forward you a ticket should you wish to come along.

I would be delighted to discuss any aspect of this application with you and will ring you next week.

Yours sincerely,

Joanne O'Sullivan

Joanne O'Sullivan

38 Cabinteely Way, Dublin 18

m: +353 87 313 0002 **t:** +353 1 277 8321 **e:** joanne.osullivan@hotmail.com

**Educational
Qualifications**

2006 — 2010: *Bachelor of Arts in Drama (Performance)*, (Expected 2.1)
Dublin Institute of Technology

Subjects: Concepts of Performance, Drama Facilitation Skills, Critical Analysis, Stanislavski System of Acting, Shakespeare in Performance, Contemporary Irish Drama, 16th — 19th Century European Drama.

Acting showcase/Performances/Case Studies/Projects/Productions/Thesis:

Co-produced and sought funding for...

Performed in...

Organised and developed workshop for...

2006 *Leaving Certificate, Presentation College, Carrigaline, Cork*

Higher: English (A2), Music (A1), Irish (A1), Italian (B2), History (B2), Maths (B2)

Employment

December 09 — present: *Part-time Actor, Royal Hotel, Ballsbridge, Dublin 4*

- Various parts in performances for guests at functions and special events.
- Assist in organising and providing entertainment programme for children, e.g. clowning, face painting, singing and fancy dress.

January 07 — present: *Part-time Drama Teacher*

- Provide private lessons to children (5—12 years)

Summers 07 — 08: *Administrator, Globe Theatre, 24 Main Street, Nantucket, MA, USA*

- Responded to queries and provided information to customers regarding performances and ticket sales.
- Managed computerised ticketing system and handled financial transactions daily.
- Liaised with print media in relation to advertising of events.
- Updated website and responsible for overseeing design and content of promotional materials such as flyers and brochures.
- Prepared annual reports on sales performances of various productions.

Achievements

- Elected class representative (BA in Drama), 2006 — 2007.
- Organised and promoted programme of events for DIT Drama week, 2009.
- Lead role: 'Godot'; *Waiting for Godot*, 'Juliet'; *Romeo and Juliet*, DIT Drama Society.
- Played various roles in commercial productions: 'Viola', *Twelfth Night*, Cork.
- Opera House, (Director, Rachel O'Connor), Summer 2008. 'Aricia', *Phaedra*.
- The Gate Theatre, (Director, Derek Smyth), Summer 2008.

Interests

- **Theatre:** Attend theatre regularly. Enjoy going to concerts and operas. Friend of the National Concert Hall.
- **Volunteering:** Drama Facilitator, YMCA, (Easter 2008).
- **Dance:** Trained in contemporary, jazz, tap dance and Irish dancing.
- **Music:** Play guitar. Piano (Grade 4). Soprano, chorus and solo singing.
- **Travelling:** Inter-railed extensively in US and Europe. Enjoy meeting new people and experiencing different working environments and cultures.

Skills

- **Interpersonal:** Get on with a wide range of people, good listener with developed sense of intuition and timing. Identify, develop and support the talent of others through workshop facilitation and teaching.
- **Communications:** Excellent communicator enhanced through performing, delivering presentations, giving and receiving feedback, writing reports and assignments.
- **Teamwork:** Worked in teams both in college and employment. Leadership skills demonstrated through class representative role where key issues were raised and discussed at appropriate level.
- **IT:** Proficient in Microsoft Office, Excel, PowerPoint, Access and Internet Explorer.
- **Languages:** Fluent Italian and Irish.
- **Full, clean driving licence.**

Referees**Dr Michael Murphy**

Lecturer, Conservatory of Music and Drama
Dublin Institute of Technology, Rathmines, Dublin 6.

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e: mmurphy@dit.ie

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Joanne O'Sullivan

38 Cabinteely Way, Dublin r8

m: +353 87 313 0002 **t:** +353 1 277 8321 **e:** joanne.osullivan@hotmail.com

Ms Geraldine Power

Actors Alive, 203 Old Blackrock Road, Monkstown, Co Dublin

5 September 2010

Dear Ms Power,

I am a final year student of the BA in Drama (Performance) at Dublin Institute of Technology (achieving an average 2.1 grade), and would like to apply for the position of Marketing Officer as posted on jobs.ie on 2nd September 2010.

I am very keen to work for the Pavilion Theatre and have been tracking its success from a small venture to one of the leading theatres in the city. This success can be attributed to the innovative nature of your programmes, many of which I have attended. Personal favourites include Student Workshop Week, Comedy Classics, Shakespeare in 2009, and Drama and Disability. I also note that your theatre recently won the Samuel Beckett Award for Best Set Design and features in the Best 100 Arts Organisations to work in. The Pavilion offers an innovative, team-based and creative environment and is a company in which I believe I could thrive and indeed excel.

The advertised role requires a motivated, self-starter with strong customer service and administrative skills. In respect of this, I have worked for several years in client-focused positions both within the entertainment industry and in teaching. For example, my role as Administrator in the Globe Theatre in Nantucket, USA, involved providing information to customers regarding performances and seating, handling ticket sales and compiling financial reports. I also undertook a number of marketing functions, such as liaising with print media in relation to advertising and workshops, updating the theatre's website, and overseeing the design and content of promotional material such as flyers and brochures.

I can appreciate that the person recruited for this role would also need to have an excellent understanding of theatre as well as the ability to work well with others. Academic studies have provided me with an extensive practical and theoretical knowledge of world of acting and drama. As part of an acting showcase in final year, I was responsible for co-producing, promoting and seeking funding for the performance as well as taking on the lead role. Through regular team projects, I have gained experience in negotiating ground rules, allocating tasks, playing to individual strengths and ensuring tasks are completed on time.

I am confident that my personal attributes and work experience would be of benefit to the Pavilion Theatre and would allow me to succeed in the Marketing Officer role. I would be delighted to discuss any aspect of this application at your earliest convenience.

Yours sincerely,

Joanne O'Sullivan

architecture
drama
fashion & textiles
fine art
interior design
journalism
media arts
music
photography
visual communications
& digital games



Catherine Shaw

A: 34 Clarkes Court, Belfast, Northern Ireland, BT6 OHD
 T: 02890 356741 M: 07854198752
 E: catherine.shaw@googlemail.com

Career Objective:

I am a recent graduate of BDes Hons Textiles and Fashion Design at the University of Ulster and am seeking a graduate level opportunity to prove myself as a talented and ambitious fashion designer with a flair for setting trends. I have gained recent relevant experience designing for a menswear collection for a leading N. Ireland design house and have also had one of my final year designs showcased at Belfast Fashion Week 2011. I have additional work experience gained as a retail manager for a leading High Street fashion store where I have developed excellent commercial awareness, organisation and team working skills.

Skills Profile:

Creativity: I have used creativity throughout my degree in producing a portfolio of work that includes; CAD design work, hand drawings, photography for both garments and accessories.

Communication: I have communicated with a range of professionals in the workplace including; designers, models, photographers and studio managers.

Organisation: I have a proven ability to manage a project brief from conception through to completion i.e. Final Year Show. I have also organised staff within a busy retail environment.

IT: I am highly proficient in a range of IT systems including; CAD, Adobe Illustrator, Adobe Photoshop, and Microsoft Office applications.

Educational History:

2007 – 2011, University of Ulster, Belfast
 BDes Hons Textiles and Fashion Design (2:1)
 Diploma in Industrial Studies (commendation)

2000 – 2007, Belfast Academy
 A Levels: Art and Design (A), English Literature (B), ICT (B)
 GCSE: 4A*, 4A, 1B including English, Maths and Science

Relevant Work Experience:**June 2009 – June 2010, Douglas and Grahame (Menswear Fashion Design Assistant)***Key Duties and Responsibilities:*

- Working with the In-house design team to develop products and clothing lines to meet customer and market forecasts
- Keeping up to date with fashion trends and coming up with new ideas for in-house development
- Sourcing, selecting and buying fabrics for menswear designs
- Negotiating with customers and suppliers
- Working as part of a small team and also working independently
- Gained a good insight into related aspects of the business i.e. marketing, production and sales

June 2008 – Present, Zara (Retail Assistant progressing to P/T Store Manager)*Key Duties and Responsibilities:*

- Managing all aspects of staffing i.e. recruitment, induction, rotas, disciplinary issues
- Responding to customer complaints and providing excellent customer service
- Updating staff on business performance, new initiatives and in-store issues
- Dealing with security staff, and all aspects of Health and Safety
- Developing sales strategies with staff in UK offices
- Management of accounts and financial paperwork

Additional Work Experience:**January 2006 – June 2008, Mace Supermarket (Shop Assistant)***Key Duties and Responsibilities:*

- Providing excellent customer service to customers
- Operating a till and managing cash
- Ensuring the shop was clean and tidy and managing the stock
- Working in a team of up to 8 other staff
- Marketing in-store promotions

Competitions/Awards/Prizes:

May 2011 Belfast Fashion Week: One of my garments (watermark on my CV) was selected to be showcased at this event and I received £250 cash prize

Irish Smirnoff Young Designer Awards 2010: Received a Commendation and some of my work was featured on the competition website

Additional Information:

- Driving License - Full clean driving record and access to own transport
- Flexibility - Able to work evenings, weekends and at short notice, willing to re-locate
- Languages - Have self taught to Intermediate Level in Spanish
- New Technologies - Keep up to date with new social medias i.e. Blogs, twitter, social networking
- Class Representative - I was class representative for 2 consecutive years for my degree course

Interest and Hobbies:

I am interested in all aspects of fashion and design from high street to haute couture, I keep my interests up to date by reviewing Vogue, Haute, Elle, Vanity Fair, Cosmopolitan and Glamour. I also like travelling and visiting museums and Paris is my favourite city which has inspired much of the work I have done to date.

Outside of fashion, I enjoy outdoor sports and am a keen runner. Last Year I ran the Belfast Marathon and completed this in a time of 4 hours and 5 minutes, this was a personal achievement. I also like to support local charities and in particular I have helped out at events for Macmillan Cancer Support and the N. Ireland Hospice.

References:

Available Upon Request



architecture

drama

fashion & textiles

fine art

interior design

journalism

media arts

music

photography

visual communications

& digital games



curriculum vitae

angela kehoe The Crossings, Strandhill, Sligo
Mobile: +087 656 6622 Email: angelk@gmail.com

personal statement ¹

My artistic interests are mainly still life based. I read my subject as being an entity captured in time and, whilst unmoving, always changing as the variables change around it. Light, dark, warmth, cold, damp and dryness may affect texture, shape, outward appearance. And so it is for each one of us — sometimes still but always fluid. Still life? A contradiction.

training ²

2010
BA Fine Art (Award: 2.1), Dublin Institute of Technology, (DIT), Dublin 1

Subject areas
Painting, Sculpture, Print Media, Critical Theory, Professional Practice and Community Arts

Project
Community Arts in Context — Ballymun, the new generation

Thesis
The social affects of art in economically disadvantaged areas

2006
Certificate in Foundation Studies, Art & Design, Ulster College, Belfast

2005
Leaving Certificate, St Maelstran's School, Manleystown, Sligo
4 Honours (Art, English, History, French) and 2 Passes (Maths, Irish) — Higher Level Subjects

exhibitions ³

2009
'Tales of Loss', Manuna Gallery, Strandhill, Sligo (Solo)

2009
DIT Student Exhibition, (Group)

skills

Computing and Technical: Experienced user of Dreamweaver and Quark Express.
Proficient in Word, Excel, PowerPoint, Access, Outlook and Internet Explorer.

Additional Training: FÁS Desktop Publishing Course; Introduction to Interior Design
– Sligo Community College.

Driving licence: Full, clean.

curriculum vitae continued

employment

2009 — 2010

Sales Assistant, Gallery Shop, National Gallery of Ireland, Dublin
Sales of art-related goods, cash management, customer service, liaising with gallery management and merchandisers, fielding customer complaints.

2007 — 2008

Clerical Officer, Bank of Ireland, Dublin 1
Administrative work in support of tellers and bank managers, operating switchboard and acting as relief receptionist.

* Prior to 2007, held a number of part-time and summer positions in retail, office administration and hospitality.

interests

2010

achievements

Best Final Year Student Award, The Arts Council

2006

Highly Recommended Irish National Art Competition

2005

Runner Up, European Community Arts Competition

Community

Former Chairperson, Strandhill Youth Club
Member of Sligo North Arts Group

Photography

Still life for painting

referees

Mr Brian Murphy

Tutor, BA Fine Art
Dublin Institute of Technology
Portland Row, Dublin 1
Telephone: +353 1 677 7722
Email: bomurphy@dit.ie

Ms Marie O'Byrne

Commercial Manager
National Gallery of Ireland, Dublin 2.
Telephone: +353 1 402 0000
Email: mob@natgallery.com

Notes

1. This section is optional. The tone of the statement should reflect the position applied for.
2. This section could also be titled 'Education'.
3. A work experience/employment section could be included if making other applications.

The Crossings, Strandhill, Sligo
Mobile: +087 656 6622 Email: angelk@gmail.com

Ms Audrey Campbell
Manager
Green Dog Community Arts Centre
Ballybrit, Galway

15 September 2010

Dear Ms Campbell,

I would like to apply for the position of Community Arts Officer as advertised in the Irish Independent on 10th September. My interest in community arts stems from many years working in the area on a voluntary basis. I am aware from my thesis research that your centre seeks to engage, encourage and develop people's creative potential by using arts as a tool for learning, social and cultural development. This interest developed further through academic studies as a Fine Art student where I investigated the influence of art in economically disadvantaged areas.

This position requires a person who relates well to people and who can empathise with a varied set of problems and issues. As chair of Strandhill Youth Club, I was solely responsible for initiating and managing a regeneration project for local children in Strandhill Council Estate. This involved identifying needs, liaising with local artists and offering a series of workshops and exhibitions. I also raised 10,000 euro worth of funding from local businesses and personal donations.

I was also involved in collaborating with colleagues in the Sligo North Arts Group in the organisation and facilitation of creative workshops for residents of local nursing homes and care centres. Workshops included painting and drawing, sculpture and animation.

Excellent organisational, planning, and team working skills are another key aspect of this role. Setting up a carnival as part of Ballymun Arts Week, involved working closely with personnel from the local arts centre, voluntary groups and emergency services.

I am keen to demonstrate, through interview, my motivation to work for you and to bring to the centre the skills and abilities which I have outlined above and in my Curriculum Vitae. I would also be delighted to submit a portfolio of my work should you require it.

Yours sincerely

Angela Kehoe

architecture

drama

fashion & textiles

fine art

interior design

journalism

media arts

music

photography

visual communications

& digital games



Carly Keane

65 Iona Park, Glasnevin, Dublin 9

t. +353 1 834 5677 m. +353 86 432 9874 carlyk@gmail.com www.myportfolio.ie/carly

Education

2007 — 2011: BA (Hons) Interior Design, Dublin College of Design, Dublin 1.

Course Elements

- Design fundamentals: form, space, internal structures, ergonomics.
- Sector analysis: hospitality, retail, health, leisure, domestic and commercial.
- Observational drawing, CAD, photography, digital modelling.
- Concept development, design realisation, sourcing.

Case Study

A survey among Ireland's leading interior designers — current trends in café design.

Projects

- Kitchen/living area make over: planning and preparing presentation concept drawings.
- Child's bedroom fit out: drawings, detailed specification, outcomes from suppliers and vendors.
- Residential design and fit-out: interior design of a three bedroom semi-detached house.
- Design of an asthma-friendly environment with particular emphasis on using native woods and natural fibres.

Thesis

'Space planning and design development of a corporate interior space in Dublin's Financial Services Centre'
(Including furniture selection, material specification, production of presentation drawings and contract documents).

Work Experience

September 2010 — March 2011: Living Simple (Dublin Interior Design Company, specialists in apartment fit-outs), Aungier Street, Dublin 2.

- Work shadowed senior staff on various contracts.
- Co-ordinated and attended meetings with clients that included property developers, government agencies, contractors, product manufacturers, architects and engineers.
- Sourced and contacted potential suppliers.
- Obtained prices, samples and quality details.

Saturdays/Holidays 2009: Sales/Buyer Assistant, Whistles, Brown Thomas, Grafton Street, Dublin 2

- Assisted customers with product selection.
- Liaised with buyers regarding various product line sales.
- Undertook inventory control/stocktaking duties, as required.
- Ensured items were displayed in an attractive manner.
- Designed seasonal window displays and laid out store for sales.
- Reconciled cash at end-of-day trading.

Interests and Achievements

- Winner, Student of the Year Award 2010 (Ethical Paints):
Residential project to produce an asthma-friendly environment (3 bedroom semi).
- Member of college Interior Design Society.
Organised group exhibit in college as part of Design Week (February 2009)
- Exhibited selection of papier mache masks in city centre library, Summer 2009.
- Member of international group 'Women in Textile Art'.
Sold a number of pieces at a recent charity event raising funds for children of Chernobyl.
- Enjoy music of all kinds — big Duffy and Amy Winehouse fan.
- Keen photographer, particularly black and white.

Skills Profile

Design

Interior design, graphic design, brand imaging, design ethnography, furniture design, textiles, interaction design, graphic user interface design.

Software Proficiency

Adobe Photoshop, Illustrator, InDesign, AutoCAD, Cheetah 3D, iMovie, Loops, Flash, Action Script, Word, Excel, PowerPoint, Keynote.

Team Work

Good team player enhanced through on-site work, team conceptualisation, carrying out joint-research and co-delivering presentations to clients. Enjoy managing projects from beginning to end.

Interpersonal

Effective customer and interpersonal skills developed through dealing with clients, suppliers and research teams. Listening skills enhanced through ascertaining and meeting client's needs within a short time-frame.

Referees

Donal Hoey
Lecturer, Department of Interior Design
Dublin College of Design, Dublin 1
t. +353 1 600 0000
m. dhoey@dubcolldesign.ie

Karen Kelly
Manager, Living Simple
78 South William Street, Dublin 2
t. + 353 1 6953 3333
m. karen@livingsimple.ie

Carly Keane

65 Iona Park, Glasnevin, Dublin 9

t. +353 1 834 5677 m. +353 86 432 9874 carlyk@gmail.com www.myportfolio.ie/carly

Ms Anna Miley

Design Plus

Rathmines

Dublin 6

3rd May 2011

Dear Anna,

Further to our brief conversation at the recent Interiors networking event in Ron Black's, I am now writing to enquire if you have any suitable positions available for an interior design graduate. You might remember that we spoke at length about how important it is that newly qualified interior designers, not only have good technical design skills as well as flair and creativity, but also good business management skills.

I have read many articles about your work, most recently, the refurbishment and re-fitting of the Grasshopper pub and the transformation of the Star Hotel to reflect an art deco theme, as featured in the Sunday Tribune. I also note that your design team also featured recently on the 'Showhouse' television programme. I am impressed not only by your design style but also the practicality of the items, for example, comfort, storage, and durability of furniture.

In June of this year I hope to graduate with a good honours degree in Interior Design from the Dublin College of Design. You will also see from my enclosed Curriculum Vitae, I was also awarded the Student of the Year Award in 2010 for my project on residential design and fit out. This involved interior design of a three bedroom semi-detached house in a large new development in Lucan, Co. Dublin. Part of the brief included designing an asthma friendly environment paying particular attention to the use of native woods and natural fibres.

A six month work placement with 'Living Simple' (a Dublin interior design company), offered me an excellent opportunity to learn about the business and creative side of the industry. During my time there, I was responsible for sourcing and contacting potential suppliers, obtaining prices, samples and quality details. I also attended client briefings and shadowed senior designers. This experience provided me with a good understanding of how important it is to understand the client's needs and how to translate that back into the design process.

I am a very positive person, outgoing, with strong team working and customer service skills as reflected in my placement appraisal and references from past employers to date. A role within your company would provide me with an opportunity to develop these skills further and develop as a designer. I would be pleased to discuss this application with you further and am available to meet you at a mutually suitable time.

Yours sincerely,

Carly Keane

architecture

drama

fashion & textiles

fine art

interior design

journalism

media arts

music

photography

visual communications

& digital games



Timmy O'Toole

25 Main Street, Ballinteer, Dublin 16

m: + 353 87 123 4567

t: + 353 1 491 2345

e: totoole@gmail.com

Educational Qualifications**2006 to 2010****BA Journalism and French**

(2.1 honours) – University of Ireland, Main St, Dublin 2.

Subjects Included: Writing and Reporting; Shorthand; Politics, Economy and Society; Television Reporting; Media Law; Journalistic Standards and Ethics; On-line Journalism; Tools and Texts of Journalism, Journalism Practice, Globalisation, Documentary Studies, French.

Final Year Dissertation: 'Ireland — A Neutral Country but a Neutral Print Media?'

- Conducted primary research of the Irish Times, Independent and Examiner in relation to coverage of significant events in the Iraq war since March 2003.
- Interviewed senior journalists regarding reporting styles used.
- Undertook analysis of global media reporting of comparative events.
- Designed and distributed quantitative questionnaire to representative sample.
- Analysed findings and made recommendations later implemented by NUJ.

Journalistic Experience**2008 to Present****'Dublin Reporter', Swords, Co. Dublin**

Reported on various sporting events including: GAA Leinster Club Championship (Football) and Powerade Leinster Schools Cup (Rugby). dublinreporter.ie/sport

2006 to 2008**Contributor, 'Student News' (Uol Students' Union magazine)**

"Oxegen 2007 – The Highs and Lows" (July 2007)

"Sleeping Rough – Jeremy's Tale" (December 2006)

"How to Survive the Dublin Marathon" (November 2005) uolrl.ie/studentnews

Summer 2007**Summer Internship (Current affairs and Sports desks), Independent Newspapers (Ireland) Ltd., Talbot Street, Dublin 1**

Interviewed Minister for Transport regarding development of Luas 'Green Line' and Irish Rugby captain Brian O'Driscoll on preparations for South African Tour.

- Successfully completed one week of technical training including Quark Express.
- Accompanied senior journalists on various press briefings.
- Profile of published work available at: www.timmyotoole.com/portfolio

Other Work Experience**August 2004 to March 2006****Assistant Store Manager, Kelly's Newsagents, Ballinteer, Dublin 16**

Managed a busy, suburban retail outlet overseeing the work of six employees.

Achievements and Interests

Professional Membership: Student member of National Union of Journalists (NUJ) UK and Ireland since 2005. Participated in NUJ Irish Delegate Conference (2006, 2007 and 2008).

College: Awarded 2nd place in intervarsity print media 'Article of the Year' competition for "Sleeping Rough — Jeremy's Tale" (December 2006)
Initiated media campaign in University of Ireland to highlight plight of homeless which included securing airtime on UOI FM, Dublin South FM and Newstalk106.

Media: Consult print, on-line and broadcasting media on a regular basis to keep up to date with national and global affairs.

Volunteering: Senior fundraiser for Regional Children's Hospice (2006 to present).

Sport: Captained School Senior Cup Rugby Team (2005). Represented University of Ireland in university/college rugby competition.

Music: Eclectic taste. Particularly enjoy indie and rock.

Travel: Financed own travel to France, Australia and South Africa in 2005 and 2006.

Skills Profile

Languages: French (written and spoken), fluent.

Communication: Can deliver presentations to a target audience and field questions under pressure, e.g. presented paper at NUJ Conference. Excellent report-writing and editing skills developed through academic and work experience.

Interpersonal: Good listener and able to build relationships with others — essential to working on human interest stories where confidentiality and trust are paramount.

Team work: Work well independently with high levels of self-motivation leading to successful completion of thesis. Also enjoy team and collaborative projects developed through outside interests and work experience.

IT: Highly proficient in Microsoft Office. Interest in internet, media, publishing and software development. Excellent knowledge of Dreamweaver, Dynamic X and Flash.

Driving Licence: Full, clean drivers licence

Referees

Academic

Mr. David Jones, (Head of Journalism), University of Ireland, Main Street, Dublin 2.
t: + 353 (1) 123 4567 **e:** david.jones@universityofireland.ie

Employment

Ms. Emma Smith, (Sports Editor), Independent Newspapers (Ireland) Limited
Talbot Street, Dublin 1.
t: + 353 (1) 402 7501 **e:** esmith@independent.ie

25 Main Street, Ballinteer, Dublin 16

m. +353 87 123 4567

t. +353 1 491 2345

e. totoole@gmail.com

Mr. Tom Jones
Human Resources Manager
The Daily Gazette
1 Media Road, Dublin 2

3rd August 2010

Dear Mr Jones,

I recently attained a 2:1 Honours Degree in BA in Journalism and French from the University of Ireland and am very interested in applying for the position of Junior Reporter as advertised on your website. I admire greatly the balanced yet challenging stance that your publication adopts particularly when dealing with political and community issues. I have followed with great interest your recent exposure of taxation loopholes and your coverage of poor care standards in Dublin nursing homes. I would be keen to become an active contributor to the social interest stories that feature so prominently in your publication particularly in the areas of the effects the economic downturn has had on social exclusion, homelessness and increase in racial abuse.

The attached Curriculum Vitae and published articles, demonstrate the journalistic skills I have developed through factual reporting of events across a wide range of areas including sport, music, current affairs and the social arena. My best work to date, 'Sleeping Rough — Jeremy's Tale', (published in the University of Ireland's student newspaper and subsequently in the Irish Times), provided me with an insight into homelessness in Dublin. Six months of research involved volunteering in shelters, shadowing gardaí on night duty and interviewing policy makers. The article drew significant commendations from the Irish Times, homeless organisations, and academic staff and peers.

Regularly contributing to several local publications including the Dublin Reporter and Student News has provided me with a good overview of the workings of different publications. This experience has given me the opportunity to attend editorial meetings and press briefings, and increased my proficiency in electronic publishing.

In addition to the above-mentioned journalistic experience and skills, I am aware that resilience, persistence and motivation are other key qualities integral to the role. These qualities have been consistently demonstrated through my involvement in fundraising for Regional Children's Hospice and participation in University of Ireland rugby team. Since 2007, I have been part of a team that has raised over €21,000 for the hospice through the organisation of flag days, a sponsored walk and an auction.

I am confident that my personal attributes and work experience would be of benefit to The Daily Gazette and would allow me to succeed in this position. I would be delighted to discuss my application with you and would be pleased to attend for interview at any convenient time.

Yours sincerely,

Timmy O'Toole

architecture

drama

fashion & textiles

fine art

interior design

journalism

media arts

music

photography

visual communications

& digital games



▶ Sarah O'Shea ¹

123 Main Street, Dundrum, Dublin 14

m +353 87 123 4567

e sarahoshea@gmail.com

▶ Educational Record

B.A. Media Studies: (2.1), University of Ireland, Main Street, Dublin 2

2008 to 2011

Subjects: Narrative/Audio/Television Production; Radio Broadcasting; Creative Writing; Drama Production Scriptwriting; Documentary Video/Radio; Media Management, Media Policy; Digital Media Web Development; Audiences. French (specialism).

Project work/Show Reel: www.sarahoshea.ie/projects

- 'A Student in Dublin' — Producer/Editor
- 'Prejudice in Ireland' — Director

Dissertation: "An investigation into the integration of multi-cultural diversity into indigenous television programming production in Ireland."

Leaving Certificate (400 points), St. Mary's Secondary School, Dublin 14

2008

▶ Employment Record (Relevant Experience)

Client Liaison/Production Assistant (Part-time)

Double Vision Productions, Leeson Street, Dublin 2

**November 2009
to present**

- Liaised with clients, producer and director regarding scheduling and staffing of current and future projects.
- Assisted with lighting, sound and editing. Monitored and scheduled timing of shoots. Ensured continuity (location and studio). Organised catering as required.
- Developed database system for recording staff hours, payments and expenses and liaised with staff regarding same.
- Undertook a variety of administrative duties including responding to telephone queries, processing documentation and drafting correspondence.

Programme Coordinator/Researcher (Voluntary)

College FM, University of Dublin, Main Street, Dublin 2

('Good Morning Breakfast Show' and 'The Lunch Hour')

**September 2009
to June 2010**

- Managed programme scheduling (music, news, discussion items, guest slots and live performance).
- Researched news and discussion items including sourcing and organising in-studio and phone guest interviews. *

* In-studio interviews included: Brendan Gleeson (Actor), Prof. J. O'Connor (University President), The Blizzards and Mundy (Live performance and interview).

Notes

1. As you gain experience, a well produced DVD/CD (show reel) recording samples of best work or a professional portfolio demonstrating experience may form part of the application.

▶ **Employment Record (Other Experience)**

Corner Shop, Main Street, Dundrum, Dublin

**February 2003
to November 2009**

Retail Assistant (Part-time)

- Conducted regular stock takes, reconciled cash, assumed supervisory role and organised staff rosters during manager's absence.

▶ **Skills**

Production: Demonstrated audio, TV and video expertise including scheduling, timing, sound, lighting and editing through employment and college experience.

Broadcast: Produced video and audio pieces as part of academic projects.

Research: Sourced guests and identified suitable topics for discussion (College FM). Conducted qualitative and quantitative research as part of academic study.

Interpersonal: Establish rapport quickly, essential to relationship-building with colleagues, clients, performers and celebrity guest interviewees.

Team Work: Strong leadership capacity displayed through management experience to date.

Languages: Fluent spoken and written French.

IT: Proficient in Office, Dreamweaver; Photoshop, Emagic, Final Cut, Studio HD.

▶ **Interests/Achievements**

Music: Eclectic taste covering a myriad of styles from contemporary pop, swing jazz and metal/dance fusion.

Film: Regularly attend cinema and watch DVDs. Particularly interested in small independent productions. Attend Dundrum Film Club.

Photography: Keen amateur photographer with interest in people, wildlife and landscape images, specifically black and white style.

▶ **Referees**

Mr. Brian Mack Senior Producer, Double Vision Productions, Leeson St, Dublin 2.

T: 01 123 4567 E: brian@doublevisionproductions.ie

Dr. E. F. Doyle Head of School of Media, University of Ireland, Main St, Dublin 2.

T: 01 765 4321 E: edward.doyle@universityofireland.ie

Mr. James Moore
Production Manager
Bright Eye Productions
Tallaght
Co. Dublin

Sarah O'Shea
123 Main Street
Dundrum
Dublin 14

20th September 2011

Dear Mr. Moore,

I am a B.A. Media Studies graduate (2.1) from the University of Ireland and wish to apply for the position of Production Assistant as posted on Jobs.ie last Friday, 18th September 2011.

As an aspiring producer, I have followed the work of Bright Eye Productions over several years and am aware that your company has received mass acclaim for its award winning independent commercial and non-commercial productions. Personal favourites include *Struggle for Life*, *Immigration: the Big Question*, *Diary of the Homeless*, and *Corporate Big Hitters*. I am also aware that this position includes a six month mentoring and training programme, unrivalled in the industry. Learning from industry experts, allied with practical hands-on experience, appeals to me because it offers an excellent opportunity to develop potential and to build on existing knowledge and skills.

I appreciate that a sound practical and theoretical knowledge of media production is required for this role. With respect to this, all aspects of scheduling, lighting, sound and editing across a number of areas such as film, television, radio, documentary and corporate were covered in my degree. Through work experience, I learned the importance of being multi-skilled and adaptable within a fast-paced environment. As Programme Co-ordinator with College FM, broadcast to 5,000 students, I sourced and conducted interviews with contributors, utilised appropriate software to package and edit the end product — all delivered within a short time frame. Furthermore, to successfully produce and edit 'A student in Dublin' — a 10 minute short, required an ability to work closely with others and to build rapport with actors and crew. These experiences have allowed me to discover my own strengths and style.

As a person who is always open to new experiences and challenges, I see my production style as progressive, integrating the most modern of ideas with the best traditional practices. Hence, I invite ongoing discussion with colleagues and clients in deciding the best approach to take. I also believe in setting high standards and significant goals for myself in order to achieve the highest level of output.

I am enclosing a copy of my Curriculum Vitae for your information. I would be delighted to discuss my application with you and would be pleased to attend for interview at any convenient time.

Yours sincerely,

Sarah O'Shea

architecture

drama

fashion & textiles

fine art

interior design

journalism

media arts

music

photography

visual communications

& digital games



JOANNE O'SULLIVAN¹

VIOLINIST & MUSIC ARRANGER

www.makingwaves.com

38 Cabinteely Way, Dublin 18

m: +353 87 313 0002

t: +353 1 277 8321

EDUCATION

2006 – 2011

Bachelor of Music (Honours) 2.1, University of Ireland

Subjects included: Aural Training, Composition Techniques, Music Technology, Education.

Specialist Subject: Performance

Thesis: Key Skills of a Conductor

Examined existing literature, surveyed and interviewed high-profile conductors, compiled and presented findings.

RELEVANT EXPERIENCE

Performance

Solo: University of Ireland's Musical Society, Christmas Carol Service, Miss Saigon,

Mamma Mia (2006 – 2010)

First Violin: Cork Operatic Society, Il Travtore (Summer 2007)

Violinist: Eleanor McEvoy's Irish Summer Tour (2007)

Musical Arranging

Songs: University of Ireland's Christmas concert (2010)

Musical: University of Ireland's Musical Society, Oliver Twist (2010)

Teaching (part-time)

Basic violin: private lessons (2003 – ongoing)

Violin and music theory: St. Patrick's Primary School, Dublin (2006 – 2007)

OTHER WORK EXPERIENCE

December 2009 – ongoing

Part-time Violinist, Four Seasons Hotel, Ballsbridge, Dublin 4

Summer 2008

Assistant Store Manager, The Music Store, 24 Main Street, Nantucket, MA, USA

joanne.osullivan@hotmail.com

Referees

Dr Sarah Lynch

Lecturer

Music and Drama

University of Ireland

t: 01 402 0000

e: sarahm.lynych@dit.ie

Mr P. J. O'Driscoll

Events Manager

Four Seasons Hotel

Ballsbridge, Dublin 4

t: 01 403 6748

e: peter@fourseasons.ie

Notes

1. As you gain experience, a well produced DVD/CD (show reel) recording samples of best work or a professional portfolio demonstrating experience may form part of the application.

> Why not package your CV with your own design? Or send a CD of your work in a customised sleeve



JOANNE¹ O'SULLIVAN

VIOLINIST & MUSIC ARRANGER

www.makingwaves.com

38 Cabinteely Way, Dublin 18

m: +353 87 313 0002

t: +353 1 277 8321

EDUCATION

2007 – 2011

Bachelor of Music (Honours) 2.1, University of Ireland

Subjects: Aural Training, Composition Techniques, Music Technology, Education

Specialist Subject: Performance

Thesis¹: Music as a Therapeutic Tool for Children Awaiting Surgery

- Undertook literature review of existing research.
- Interviewed play therapists within five regional children's hospitals.
- Observed impact of various therapeutic approaches (music, play, art) on a sample of 60 children.
- Analysed findings through SPSS (Statistical Package for Social Sciences).

2007

Leaving Certificate, Presentation College, Cork

Higher Level: Music (A1), Irish (A1), French (A1), English (A2), History (B2), Maths (B2)

RELEVANT EXPERIENCE

Summers 2008 – 2009

Assistant Manager, The Music Store, 24 Main Street, Nantucket, MA, USA

- Handled queries and assisted customers in a busy retail environment.
- Managed computerised retail system and handled a number of financial transactions on a daily basis.
- Responsible for staff recruitment and training including induction of new staff.
- Analysed sales performance, catalogued product range and identified key improvement points.
- Shadowed company buyer at trade fairs.

December 2009 – ongoing

Part-time Violinist, Four Seasons Hotel, Ballsbridge, Dublin 4

Play various music pieces for guests at functions, conferences and in hotel bar.

January 2005 – ongoing

Part-time Teacher

Basic violin, private lessons.

Notes

1. Could also include group projects, performances, portfolio information.

ACHIEVEMENTS²

- Elected B.Mus. class representative (2008 – 2009)
- Partook in various performances with DIT Musical Society, for example: Christmas Carol Service, My Fair Lady.
- Awarded staff member of the month, Music Store, August 2008.
- First violin in performances of Il Travtore given by Cork Operatic Society, Summer '07.
- Violinist Supporting Eleanor McEvoy's Irish Summer Tour, 2007

INTERESTS**Music**

Enjoy all types of music particularly classical. Enjoy going to concerts and operas. Friend of the National Concert Hall. Acted as volunteer at a number of musical events and concerts, for example, Volunteer, Barretstown Music Programme for children with serious illnesses, (Easter 2009).

Reading

Keep up with developments in music industry by consulting music websites and music magazines. Subscribe to Hotpress.

Sport

Member of local swimming and tennis clubs.

Travel

Travelled extensively in US and Europe. Enjoy meeting new people and experiencing different working environments and cultures.

SKILLS**Music**

Highly developed performance, arrangement and teaching skills.

Interpersonal

Get on with a wide range of people, good listener with developed sense of intuition and timing. Enjoy supporting, motivating and enhancing talent of others. Key requirement for successful teaching.

Communications

Excellent communication skills developed through performing, delivering presentations, giving and receiving feedback, writing reports and assignments.

Teamwork

Enjoy working independently or as part of a team. Participated in many group projects both in college and in employment. Leadership skills enhanced through role of class representative.

IT

Proficient in Microsoft Office, Excel, PowerPoint, Access and Explorer. Excellent music technology skills, for example, Blaze Music Pro.

Hold a full, clean driving licence

Referees

Dr Sarah Lynch
Lecturer
Music and Drama
University of Ireland

t: 01 402 0000
e: sarahm.lynch@dit.ie

Mr P. J. O'Driscoll
Events Manager
Four Seasons Hotel
Ballsbridge, Dublin 4

t: 01 403 6748
e: peter@fourseasons.ie

Notes

2. Other achievements could include: awards, competitions, member of professional bodies, music associations, published works, short courses, summer schools, master classes, member of choir, gigs, etc.

JOANNE O'SULLIVAN¹

VIOLINIST & MUSIC ARRANGER

www.makingwaves.com

38 Cabinteely Way, Dublin 18

m: +353 87 313 0002

t: +353 1 277 8321

Mr Michael Adams
HR Manager
Virgin Records
Dundrum Town Centre, Dublin 14

10th August 2011

Dear Mr Adams,

I have recently attained a 2:1 in the Bachelor of Music degree (Hons) from Dublin Institute of Technology and was very interested to see your vacancy for Assistant Manager/Buyer in your Dundrum store as advertised on the Gradireland website.

I have an inherent passion for music and am attracted to working for Virgin Records as it is the largest and most successful music chain in the country. I followed with great interest the recent promotion and opening of your new state-of-the art outlet in Dundrum Town Centre and would welcome the opportunity to be part of this new and exciting venture. Partaking in a comprehensive training programme which includes professional development, a two month placement in London, and an assigned personal mentor particularly interests me.

As you will see from my Curriculum Vitae, I have gained valuable work experience as an assistant manager in a music retail store in Nantucket, USA. This position enabled me to establish a solid working knowledge of practice and procedure of a busy music outlet. During my time there, I gained experience in customer contact, developed knowledge of an extensive product range and was responsible for managing and training staff. Shadowing the company buyer at music fairs and at sales meetings showed me the importance of networking with key industry personnel.

Consulting specialist websites on a regular basis and subscribing to music magazines keeps me up to date with developments in the industry including sales and music trends. Knowledge has also been enhanced through academic study, performance, composing and teaching experience.

The position on offer requires an individual with excellent interpersonal skills. As a violin teacher, I am responsible for supporting, motivating and developing the talent of others. As a volunteer at the Barretstown Camp, a facility for seriously ill children, I developed and facilitated an interactive programme incorporating fun activities to encourage children to express themselves through the medium of music.

I am confident that the above-mentioned skills, personal attributes and experience would be of benefit to your company and would allow me to succeed in this role. I would be delighted to discuss any aspect of this application at your earliest convenience.

Yours sincerely,

Joanne O'Sullivan

Maria Murphy

The Hatchery, Corbally, Limerick City.

T: 061 986122

M: 086 0987655

E: mariamurphy100@yahoo.co.uk

Relevant Experience**Teaching Experience**

2006 – 2009: Music Teacher

- Have taught tin whistle, flute and ensemble to children and people of all ages.
- Taught 3 nights a week from September 2007 – May 2009.
- Taught workshops in Ireland, Canada and Brittany.
- Developed great listening, communication and people skills.
- Have given private lessons and group lessons.
- Appeared on RTÉ's show Starsearch as a guest tutor for a girl who was playing the flute as part of her performance.
- Developed skills in motivating, helping and advising people so that they can improve their playing.

Performance Experience

2009, 2008, 2007: Toured with Riverdance as a musician

- Have travelled with various groups of musicians around Ireland; and to Great Britain, the United States and Canada.
- Improved my performance skills, confidence and ability to perform under pressure
- Gained experience of working as part of a team

Other Experience

Summer 2009: Bru Boru Heritage Centre, Cashel Co. Tipperary.

Gained experience in the following areas:

- Receptionist work: operating the switch, answering phones, posting letters, sending and sorting e-mails. Used bilingual skills (Irish and English).
- Retail: Dealt with sales in a small music shop in the reception area.
- Communication: Helping people over the phone and in person.
- Performance: Played the flute in a night-time entertainment show which showcases Irish music, song and dance in the auditorium.
- Teaching: Did day workshops with groups of tourists and taught them the rudiments of the tin whistle.
- Learned how to manage my own time and work on my own initiative to get each day's tasks done

Recording Experience

- Have recorded two group CDs with Com Ceol Éireann as part of a group called Sounds of Ireland (2009 and 2007), and have a solo track on each of them.
- 2008: Played and was interviewed on RTÉ Radio 1's Irish music programme 'The Bloom of Youth' as a flute player.

Education

2009 – current date: *University of Limerick.*

In 1st year of a Bachelor of Arts in Irish Music and Dance.

2006 – 2009: *St Anne's Secondary School, Limerick City*

Leaving Certificate 500 points including A1 in Music and in Irish.

Musical Achievements

2009: Achieved Distinction in Scrúdú Ceol Tíre (SCT) exams on flute, which is the Irish traditional music equivalent of grades, awarded by Comhaltas Ceoltóirí Éireann

2008: Received a diploma in teaching Irish traditional music (TTCT)

2005: Achieved Honours in Grade VIII Pianoforte from the Royal Irish Academy of Music

Have received many All-Ireland medals on tin whistle and flute

Have taught children who have won medals in Fleadhs.

Skills

Teaching skills: Have learned through experience and through diploma in teaching music how to motivate, encourage and reward children to help them to achieve their potential.

Communication Skills: Excellent verbal and written communication skills developed through my degree in Health Promotion. Took a module in Communication and in Human Behaviour. Also, gave weekly presentations to peers as part of continuous assessment.

IT skills: Can use music programmes such as Audacity and Sebalius. Proficient in Microsoft Office and use of internet for research purposes.

Language skills: Fluent in Irish and English; have very good Leaving Cert level of French. Have taught music lessons through French.

Driving skills: Have a full Irish driving license.

Interests

I am passionate about music. I have a keen interest in Traditional Irish Music. My main instruments are the flute and the tin whistle. I also enjoy playing classical music, contemporary music and traditional music on the piano. I played the fiddle for four years and have a basic knowledge of the instrument.

Currently chairperson of the Traditional Music Society in the University of Limerick. I enjoy creating events for others and encouraging participation in Irish traditional music and its related activities.

I enjoy running, and used to be a member of Limerick athletics club when I was in school. Since leaving school, I have kept up running as a hobby, and enter the mini-marathon every year.

References

References are available on request.

architecture

drama

fashion & textiles

fine art

interior design

journalism

media arts

music

photography

visual communications

& digital games





DOMINIC BURKE

Photographer

45 The Glens, Ballydown, Co Wicklow t:+353 86 333 333 {dburke@gmail.com}

{PERSONAL STATEMENT}

I see great warmth and character in people which I look to express in my work. The relationship of these unique individuals to their environments inspires me to tell their story. I look to emphasise detail in subjects, unadorned and pure. Different angles, vantage points and lighting provide the nuances of meaning.

{GROUP EXHIBITIONS}

June 2011

Final Year Project Show, Main Hall, Dublin Creative College

"Dublin Past & Present" (Awarded Second Place)

Individual pieces included a comparative study of modern Dublin, contrasting the more traditional images of inner-city life and people with the view of a more modern cosmopolitan Dublin.

Dec 2009

Portrait Exhibition, Wicklow Photography Club, Wicklow Community Library

Produced a series of portrait pieces of friends and family using both indoor and outdoor locations.

{FREELANCE WORK}

2009 — Present

Freelance Photographer, Various Clients

Carry out a variety of assignments for local and regional press, e.g. sporting events, fashion shows.

Assist with shoots for Image, Social and Personal, and Gallery magazines, e.g. liaise with journalists, negotiate prices, find venues, arrange lighting.

Complete solo shoots for weddings and local events.

Sample images available at: www.flickr.com/photos/dominicburke

{EMPLOYMENT}

2008 — Present

Gallery Assistant, City Centre Gallery & Studio, Temple Bar, Dublin 2

Liaise with artists regarding all aspects of planning and development of exhibitions and respond to client enquiries and close sales.

Monitor income, expenditure and produce monthly budget reports.

Oversee the work of student volunteers and provide induction training.



{SKILLS}

Technical

High level of competency in a range of printing methods, studio lighting and all camera formats.

Proficient in digital image manipulation/video-editing software — Premier, Quark Xpress, Photoshop, Illustrator, Microsoft Word, PowerPoint, Excel and Publisher

Training

NCEA Cert in Desktop Publishing, Short courses: Introduction to Public Relations, Accounting for Small Businesses

Languages

French (Fluent)

Driving

Full, clean licence

{EDUCATION}

2006 — 2010

BA Photography, (2.1), Dublin Creative College, Dublin 2

Subjects: Visual Studies, Theory & Criticism; Photographic Practice; Professional Studies

Final Year Project: “Dublin — Past & Present”

3rd Year Project: “Travelling Community in Ireland — Ethnic Reflections through a Lens”

2006

Leaving Certificate, St. Maelruan’s Convent School, Clarehollow, Co. Wicklow

Total number of points: 390

{ADDITIONAL INFORMATION}

Member of Wicklow Photography and Glenview Hill Walking Club. Enjoy cinema — especially art house work of the 1960s, *e.g.* Jean-Luc Godard. Travelled widely across Europe and Africa. Experienced a variety of cultures and built up a catalogue of travel photographs

{REFEREES}

Mr Marc McCawley

Tutor BA Photography
Dublin Creative College
Dublin 2

Telephone: +353 1 288 8444

Email: mccawleymarc@hotmail.com

Ms Sheila Murphy

Manager
City Centre Gallery & Studio
Temple Bar
Dublin 2

Telephone: +353 85 288 84444

Email: smurphy@thegallery.ie



DOMINIC BURKE

Photographer

45 The Glens, Ballydown, Co Wicklow t:+353 86 333 333 {dburke@gmail.com}

Mr Frank Moloney
 Manager, Wicklow Photo Studio
 Church Lane
 Bray, Co Wicklow

JUNE 23RD 2011

Dear Mr Moloney,

I am writing in response to your advertisement for the post of Junior Photographer as advertised on the Creative Ireland website last Friday 21st June. I am a graduate of the BA in Photography from Dublin Institute of Technology having secured a high second class honours in my final examinations. I have been aware of your work or some time now and am drawn to your emphasis on capturing people in their natural environment. Your 2009 collection "A Community Forgotten" in particular stands out for me.

The role of Junior Photographer with your studio would offer me an excellent opportunity to gain a more in-depth knowledge of the operational workings of a large photography practice. My freelance experience to date has provided me with a strong sense of the role of commercial photographer, and has driven me to show my initiative in seeking rewarding images. This experience, in particular the negotiation of prices with a variety of clients, has also allowed me to demonstrate great awareness of budgeting and costing.

As Gallery Assistant with City Centre Gallery and Studio, I was involved in all aspects of gallery and image management from initial liaison with artists to planning of exhibitions. This included displaying stock, responding to client enquiries and closing sales. I was also responsible for managing a team of student volunteers, monitoring income and expenditure, as well as tracking budgets. My role in running successful end of year college exhibitions, both as a team-member and leader, further demonstrates the high-level of my organisational and communication skills which I know are central to the role of Junior Photographer.

From a creative perspective, the medium of photography has given me exposure, both practically and conceptually, to the challenges of using light and space in presenting subject matter to the viewer. I am also highly motivated and energised by a desire to capture raw emotion in the images I produce.

I would really like the opportunity to discuss this application with you in more detail. A portfolio of my work can also be presented should you require it and a sample of my work can be found at www.flickr.com/photos/dominicburke

Yours sincerely,

Dominic Burke



> To include a photo of yourself or not? Include a hidden life-size image to cut out and keep!



DOMINIC BURKE

Photographer

45 The Glens, Ballydown, Co Wicklow t:+353 86 333 333 {dburke@gmail.com}

{EDUCATION}

2010 — 2011

M.Sc. Multimedia Development, (2.1), University of Ireland, Dublin

Subjects: Interactive Narrative, Imaging, Audio and Video Technologies & Production, Authoring.

Final Year Project: Yeats — a photographic exploration

Dissertation: Travelling Community in Ireland — Ethnic Reflections through a Lens

2006 — 2010

BA Photography, (2.1), Dublin Creative College, Dublin 2

Subjects: Visual Studies, Theory & Criticism; Professional Studies

2006

Leaving Certificate, St. Maelruan's Convent School, Clarehollow, Co. Wicklow; 390 Points

{SKILLS}

Communication

Confident presenter. Able to explain and sell ideas to clients and colleagues, develop a strong rapport with potential customers. As demonstrated through experience with Temple Bar Gallery & Studio.

Organisational

Strong ability to manage projects and people ensuring the effective use of resources within agreed timeframes. Particularly evident in work with Spectrum Ireland Ltd., freelance work and retail management experience with Centra.

Technical

- High level of competency in a range of printing methods, studio lighting and all camera formats.
- Proficient in digital image manipulation/video-editing software — Premier, Quark Xpress, Photoshop, Illustrator, Microsoft Word, PowerPoint, Excel and Publisher

Training

Desktop Publishing, Introduction to PR, Accounting for Small Businesses.

Languages

French (Fluent)

Driving

Full, clean licence

{EMPLOYMENT}

2009 — Present

Freelance Photographer, Various

- Completed a number of assignments for local and regional press, e.g. sporting events, fashion shows.

DB

- Assisted on shoots for Image, Social & Personal, and Gallery magazines, e.g. liaised with journalists, negotiated prices, identified venues, managed lighting.
- Completed solo shoots for weddings and local events.

2008 — Present

Gallery Assistant, City Centre Gallery & Studio, Temple Bar, Dublin 2

- Promoted and sold photographic prints.
- Fielded customer enquiries.
- Responsible for cash management, reconciliation and daily recording of sales.
- Liaised with gallery management with regard to display of new stock.

Summer 2006

Publishing Assistant, Spectrum Ireland Ltd, Rathmines Road, Dublin 6

- Provided administrative assistance for all aspects of book projects from initial research to publication, including project costings, preparation of contracts, cover image research and arranging royalty payments.
- Liaised with illustrators regarding briefs.
 - Maintained publisher's database and project monitoring systems.

Summer 2005

Store Supervisor, Centra, Ballydown, Co. Wicklow

- Operational management of busy retail store with a team of 3 staff.
- Handled all customer queries and complaints.
- Liaised with store management, suppliers and merchandisers regarding ordering, delivery and placing of products.
- Responsible for cash management, reconciliation reports and bank lodgements.
- Organised induction and training for all new staff.

{INTERESTS AND ACHIEVEMENTS}

Group Exhibitions

- *June 2011: Final Year Project Show, Main Hall, University of Ireland.*
- *June 2010: End of Year Exhibition, Dublin Creative College, Second Place.*
- *Dec 2009: Portrait Exhibition, Wicklow Photography Club, Wicklow Town Library.*
- Member of Wicklow Photography and Glenview hill walking clubs.
- Enjoy cinema – especially art house work of the 1960s.
- Travelled widely across Europe and Africa.

{REFEREES}

Mr Marc McCawley
Tutor BA Photography
Dublin Creative College
Dublin 2

Telephone: +353 1 288 8444
Email: mccawleymarc@hotmail.com

Ms Sheila Murphy
Manager
City Centre Gallery & Studio
Temple Bar
Dublin 2

Telephone: +353 85 288 84444
Email: smurphy@thegallery.ie



DOMINIC BURKE

Photographer

45 The Glens, Ballydown, Co Wicklow t:+353 86 333 333 {dburke@gmail.com}

Mr Frank Moloney
 Manager, Wicklow Photo Studio
 Church Lane
 Bray, Co Wicklow

JUNE 23RD 2011

Dear Mr Moloney,

I am writing in response to your advertisement for the post of Assistant Gallery Manager as advertised on the Gradireland website last Friday. I am a graduate of the MSc in Multi-media from the University of Ireland and also hold a primary degree in photography from Dublin Creative College. I am a regular visitor to your gallery, have attended many exhibitions and openings, and would really welcome an opportunity to work in such an exciting and creative environment.

The role of Assistant Gallery Manager would offer me an excellent opportunity to learn more about the operational workings of a large gallery and how high profile events are managed. It would also provide me with a chance to build on existing experience and gain additional exposure to management practices. As Gallery Assistant with Temple Bar Gallery and Studio, I was involved in all aspects of gallery management from initial liaison with artists to planning of exhibitions. This included displaying stock, responding to client enquiries and closing sales. In addition, I was also responsible for managing a team of student volunteers, monitoring income, expenditure, and tracking budgets.

From a creative perspective, the medium of photography has given me exposure, both practically and conceptually, to the challenges of using light and space in presenting subject matter to the viewer. My work as a freelance photographer has helped me to develop entrepreneurial skills and this, along with experience as a Publishing Assistant with a leading Irish retailer, has increased my commercial awareness and knowledge of consumer behaviour. Running successful end-of-year college exhibitions, both as a team-member and leader, also demonstrates the high-level of my organisational and communication skills which I understand to be central to the position on offer.

I would really like the opportunity to discuss this application with you further at interview. A portfolio of my work can also be presented should you require it.

Yours sincerely,

Dominic Burke

architecture

drama

fashion & textiles

fine art

interior design

journalism

media arts

music

photography

**visual communications
& digital games**



Chris Lynch
Graphic Designer

11 Broadfield Drive, Dun Laoghaire, Co Dublin
Telephone: 087 656 5656 Email: clynch@eircom.net
www.clynch-designs.com

personal profile

Highly motivated graphic design graduate with strong technical and interpersonal skills. Able to produce effective and distinctive artwork across a broad range of media. Strong communication skills and a constructive approach to problem solving.

education

2007 — 2011

BA (Hons) Visual Communications, (2.1), University of Ulster, Belfast.

Subjects: Critical theory, design for print media, design for digital media and image making. Dissertation: Design and its use in personal development literature.

2006 — 2007

Foundation Course in Graphic Design, (Distinction), Colaiste Dhulaigh, Coolock, Dublin 17 .

2006

Leaving Certificate, St Enda's, Elfin Road, Dun Laoghaire, Co. Dublin.

projects

Created visual identity for a new virtual shopping centre as a group project in final year. Designed print-based graphics following client's brief as part of work experience.

employment: summer/part-time

2010

Graphic Designer, Ladder Graphics, Fownes Street, Dublin 3.

Responsibilities: liaised with clients to create visual identity and signage for new campaign; met with design team to discuss client proposals; conducted client research.

2000

Administrator, Fodor's Guides Ireland, Monkstown, Co. Dublin.

Responsibilities: acted as a consultant regarding brochure and guide book design; liaised with writers and printers; translated brochures from English to French; developed office procedures manual.

2006

Retail Sales, Snap printing, Tallaght, Dublin 24.

Responsibilities: consulted with clients from order to closure of sales; fielded initial complaints; undertook market research, as required.

interests

Photography

Member of Monkstown Photography Club. Travel abroad to capture images of graphic design in other languages and cultures to incorporate in own work.

Travel

Travelled extensively across France and Eastern Europe. Member of college trip to Morocco in 2006.

Volunteering

Secretary, Bray Environmental Awareness Group (BEAG).

key skills

IT

Experienced user of Dreamweaver, Flash, Quark Xpress, and Adobe Photoshop. Sound knowledge of HTML, Javascript, Protocols and Macromedia Flash. Proficient in Word, Powerpoint, Excel, Outlook and Internet Explorer.

Languages

Fluent French

Communications

Confident presenter. Able to explain and sell ideas to clients and colleagues. Strong editorial and proof reading ability producing accurate and high quality work.

Time Management

Able to manage several projects at a time. Work well to strict deadlines as part of a team or independently.

Other

Full clean driving licence

referees

Mr Damien Smyth, Director, Ladder Graphics, Fownes Street, Dublin 3

T: 087 231 4441

E: director@ladder.com

Ms Ann Cotter, Course Tutor, Ulster University, Belfast

T: 048 90 444 2222

E: ann.cotter@ulstuniv.co.uk

Chris Lynch
Graphic Designer

11 Broadfield Drive, Dun Laoghaire, Co Dublin
Telephone: 087 656 5656 Email: clynch@eircom.net
www.clynch-designs.com

Mr Brian Woods, Three Dee Design
Blackrock Technology Park, Blackrock, Co Dublin

July 22nd, 2011

Dear Mr Woods,

I am writing in response to the advertisement for the post of Graphic Designer as advertised in the Irish Times on July 20th. I have recently graduated from the University of Ulster with a 2.1 in Visual Communications and attach my Curriculum Vitae for your consideration.

The position on offer would allow me to work closely with senior designers on a diverse range of products, such as websites, adverts, books, magazines, posters, brochures, stationery, logos, animation and digital editing. Three Dee Design is a small, fast growing company with an impressive reputation and I would like to be part of your team. Visual branding particularly interests me, and I see, from my research, that corporate identity and communications is also an area that you specialise in. I was very impressed by your recent contribution to the successful re-branding of Swift Travel.

As graphic designer for Ladder Graphics, I worked closely with experienced designers and progressed rapidly from the basics of laying out pages, drawing logos and completing text corrections to liaising directly with clients for initial briefs and creating visual identities for specific campaigns. Frequently, I was given the opportunity to present final concepts to clients. This allowed me to produce high-quality artwork and taught me the importance of meticulous attention to detail. Examples of my work can be viewed on-line at www.clynch-designs.com.

As part of my academic study, projects (individual and group) were examined on a continuous assessment basis. This enabled me to develop high level communication and team-working skills in addition to excellent time management. I further developed these skills through my work with Fodor's Guides Ireland and Snap Printing where meeting deadlines was essential to achieving monthly pay-related targets. In both posts, my communication with suppliers and clients allowed me to foster negotiation skills essential to client communications where creative ideals can often be challenged by commercial reality.

On a technical note, I am highly proficient in the latest versions of Quark Xpress, Photoshop and Illustrator. I keep up to date with new advancements in graphic technology and was pleased to see that your company provides support and funding for training courses relevant to the industry.

I would very much appreciate an opportunity to meet with you through interview to further my application. As requested, I can bring a portfolio of my work for your consideration should I be short-listed for the post.

Yours sincerely,

Chris Lynch

WHO AM I? That's the question.....

Work, let's get started!

I am a recent graduate of BSW Visual Design for Visual Communication at the University of Ulster Belfast and am seeking an opportunity to develop myself in the Creative Communications field. I have a passion for creative design and I believe I have the necessary skills to contribute to your team and have a proven ability to meet deadlines and work independently.

In the day and age, it's a pretty competitive position to be employed with the creative world, but I believe I have the skills and experience to stand out from the crowd. I am a creative person who is always looking for new challenges and I believe I can bring a fresh perspective to your team. I am a creative person who is always looking for new challenges and I believe I can bring a fresh perspective to your team.

Thank you again for this opportunity!

CONTACT DETAIL

Address: 25 Clarendon Park, Bangor, Co Down, BT20 9JF
 Mobile: 078 997 287 70
 E-mail: www.dakshar.com/bangor@outlook.com
 ID: www.dakshar.com/bangor@outlook.com

RELEVANT QUALIFICATIONS

BSc (Hons) Design for Visual Communication (Second Class Honours, Upper Division, 2:1) (University of Ulster Belfast (UoU), 2018-2021)
 Higher National Diploma, Graphic Design (Pass) (U.E.C.C Bangor (UoU), 2016-2018)
 Advanced Diploma, Visual Art and Design (2:2) (U.E.C.C Bangor (UoU), 2015-2016)
 GCSE, Art and Design (Distinction) (U.E.C.C Bangor (UoU), 2014-2015)
 A-Level, (Photography) (C) (Photography) (U.E.C.C Bangor (UoU), 2013-2014)
 GCSE, Maths (C) & English (B) (U.E.C.C Bangor (UoU), 2012-2013)

LOGOMARKS (IDENTITY)

Brief Strategy

This is a brand identity for a new company called 'N&B'. The brief was to create a brand identity that was modern, clean and professional. The brand identity should be versatile and work across all platforms.

Rationale

I have been inspired by the branding of companies like Apple and Google. I wanted to create a brand identity that was simple and easy to remember. I used a clean, sans-serif font and a simple color palette.

Additional samples in portfolio

TIDESH (BRANDING)

Brief Strategy

This project was developed in collaboration with a local business called 'Tidesh'. The brief was to create a brand identity that was modern, clean and professional. The brand identity should be versatile and work across all platforms.

Rationale

I wanted to create a brand identity that was simple and easy to remember. I used a clean, sans-serif font and a simple color palette.

Additional samples in portfolio

SPRIT OF PLACE_H&W SHIPYARD_(PRINT)

Brief Strategy

This project was a challenge! The task was to identify certain aspects of your own practise and from these take the key skills in order to harness and produce a piece of work celebrating an audit of a certain Spirit of Place worthy of investigation.

Rationale

As soon as I identified my stronger skills which lay in print and photography, I chose a theme closely related to the photo-essay previously shown which was the Harland & Wolff Shipyards. Keeping to the theme I gathered a large amount of research regarding past workers tales and characteristics that belonged to the 'Yard' and used these aspects to influence direction of the design and photography used throughout the photobook.

Additional samples in portfolio

Mary Helfin

1 Ventry Road, Bishopstown, Cork, Ireland.

0922519@studentmail.ul.ie

WWW.MYWEBPAGE.IE

087 666 6999

Objective:

Secure an internship related to Multimedia, Games or Software Development.

Education:

2009 – Present

University of Avon, B.Sc. Multimedia and Computer Games Development (current overall grade 2.1)

Key subjects:

Data Structures and Algorithms

Representation and Modelling

Object-oriented Development

Intelligent Systems

Computer Graphics

Modelling Design

Key projects:

Creating a point and click adventure game. 'Gamaday' features include C++, Java, XNA game development suite and AGS (Adventure Games Studio) formats. Details can be viewed at www.mygamingblog.ie

Developed a 3D animation video for a local community advocacy groups using 3DS Max, Photoshop and Final Cut. The video was used as a part of an awareness campaign on homelessness [www.youtube.com/The Home that Jane Built](http://www.youtube.com/TheHomeThatJaneBuilt)

Extracurricular works include:

XNA games – Created a range of XNA games including a customised version of Pong with features such as rectangle collision, RGB colours and a scoring system; a fighter plane game using audio engine, sound-banks, various textures for background and aircraft, collision detection, players health meter, timer, different enemies.

MySpace – All of my programming/web projects are logged on my portfolio and can be accessed on www.myspace.ie/dondraper

Skills Profile:

Computer Skills: Languages; C++, Java HTML PHP

Technologies; OOP, SQL, XML, TCP/IP, Adobe

Graphic; Adobe Flash, Adobe Illustrator

Game Engines; XNA

Game Consoles, Playstation, Xbox 360

Databases; MS-SQL Server, MS-Access

Operating Systems; Windows, Linux, MAC

Teamwork:

Skynet — I am a member of the System Administration Team of the University Skynet Society. Skynet is an internet domain administered solely by students. As well as using Java, HTML and Linux to support the domain, I have also organised gaming weekend and on campus events.

Creativity/Problem Solving:

I successfully completed a number of graded group projects. I planned and led project planning groups to emphasise collaboration and group problem solving techniques. For example this approach worked really well on one project where I was group lead and the task was to develop a basic game using Microsoft XNA. I work on these skills using physics puzzles like 'World of Goo' and 'Violet.'

Work Experience:

Summer 08/09, ZanyGames Publications, Advertising Assistant

- Produced digital artwork using MS Powerpoint, InkScape and Adobe Photoshop.
- Liaised with clients to agree approved spec
- Delivered high quality and innovative material to tight deadlines

Summer 2001, O'Donnells Book Shop

- Organised the venue for new releases and book signings.
- Dealt professionally and politely with clients
- Assisted with inventory and stock takes
- Assisted with managing an online ordering system

Interests:

Actively contribute to www.gamesdevelopers.ie; the Digital Media Forum.

Computer Games: Interested in computer games, and I participated in 2006 National Gaming Events by submitting a basic game build using C#

Founder member of the University of Limerick Badminton Club

Active member of local soccer club.

useful websites and contacts for the creative industry

Art, Architecture and Design

Arts Council www.artscouncil.ie
Arts Management Ireland (Blog) www.artsmanagement.ie
American Graphic Designers Association www.aiga.org
Arts Council (NI) www.artscouncil-ni.org
Arts Council (UK) www.artscouncil.org.uk
Arts organisations in UK with good career info www.arts.org.uk
British Design Council www.designcouncil.org.uk
Business2Arts www.business2arts.ie
Community Arts (Creative Activity for Everyone) www.caf.ie
Crafts Council of Ireland www.ccoi.ie
Creative Careers www.creativecareers.ie
Creative Choices www.creative-choices.co.uk
Creative Ireland Directory www.creativeireland.com
Design Ireland www.designireland.ie
Directory of Design Consultants, UK www.designdirectory.co.uk
European League of Institutes of the Arts www.elia-artschools.org
Graphic Design Business Association www.gdba.ie
Illustrators Guild of Ireland www.illustratorsireland.com
Illustrators Ireland www.illustratorsireland.com
Institute of Creative Advertising and Design www.icad.ie
Institute of Designers in Ireland www.idi-design.ie
Interior and furniture designers in Ireland www.furniture.ie
Irish Association of Creative Art Therapists www.iacat.ie
Online Guidance for Artists and Designers www.yourcreativefuture.com
Irish Publishing (including careers and training) www.publishingireland.com
Royal Institute of Architects of Ireland www.riai.ie
Support for visual artists and crafts people www.artquest.org.uk
The Design Council UK www.designcouncil.org.uk
The European job mobility portal www.ec.europa.eu
The Institute of Creative Advertising and Design www.icad.ie
Training for artists www.metier.org.uk
Tyrone Guthrie Centre (Artists Residencies) www.tyroneguthrie.ie
UK and Ireland Art Libraries Society www.arlis.org.uk
University of Derby > CVs, career options www.derby.ac.uk
Visual Artists Ireland www.visualartists.ie
Visual artists support website www.a-n.co.uk
Directory of design consultants www.designdirectory.co.uk
British interior design association www.bida.org/search_criteria.asp
International interior design association www.iida.org
Interior design handbook www.interiordesignhandbook.com
Royal Institute of British Architects www.architecture.com
Chartered Institute of Architectural Technologists www.ciat.org.uk
Skillset www.skillset.org

Drama

Actors one stop shop www.actorsone-stopshop.com
 Arts Council www.artscouncil.ie
 Arts Council, UK www.artscouncil.org.uk
 Abbey Theatre www.abbeytheatre.ie
 Conference of drama schools, UK www.drama.ac.uk
 Extras directory www.movieextras.ie
 Film Base resource centre www.filmbase.ie
 Gate Theatre www.gate-theatre.ie
 Irish equity www.irishequity.ie
 Irish Film and TV Network www.iftn.ie
 Irish Film Board www.filmboard.ie
 Irish playwrights and screenwriters guild www.script.ie
 Irish Theatre Institute www.irishtheatreinstitute.ie
 Irish Theatre online www.irishtheatreonline.com
 National Association of Youth Drama www.youthdrama.ie
 National directory of production companies www.filmscan.ie
 Newspaper for performing arts www.thestage.co.uk
 Resources for actors www.actorscentrene.co.uk
 Screen Producers Ireland www.screenproducersireland.com
 Siptu www.siptu.ie
 Skillset (complete guide to working in the media) www.skillset.org
 Worldwide media guide www.mondotimes.com

Digital Media

Arts Council www.artscouncil.ie
 Digital media forum www.digitalmediaforum.net
 Irish Film and TV Network — EU media project www.iftn.ie/mediadesk
 Digital media awards www.digitalmedia.ie
 Design Ireland www.designireland.ie
 Screen Producers Ireland www.screenproducersireland.com
 BBC career information www.bbc.co.uk/designvision
 Getting in to the creative industries www.ideasfactory.com
 National directory of production companies www.filmscan.ie
 Irish Film Board www.irishfilmboard.ie
 Film Base Resource Centre www.filmbase.ie
 The Institute of Creative Advertising and Design www.icad.ie
 Irish Film Networking www.iftn.ie
 Irish Film Centre www.filmireland.net
 Broadcasting Commission of Ireland www.bci.ie
 Federation of Irish Film Societies www.accesscinema.ie
 Training for Film and TV (specialised) www.screentrainingireland.ie
 Windmill Lane Pictures Ltd www.windmilllane.com
 International Film and TV production resources www.mandy.com
 Worldwide media guide www.mondotimes.com
 British Interactive Media Association (BIMA) www.bima.co.uk
 Skillset www.skillset.org

Fashion & Textiles

British Fashion Council www.britishfashioncouncil.com

Fashion Capital www.fashioncapital.co.uk

Graduate Fashion Week www.gfw.org.uk

London Fashion Week www.londonfashionweek.co.uk

Directory of production companies www.filmscan.ie

UK Fashion and Textiles Association www.ukft.org

Skillset www.skillset.org

Journalism

Arts Council www.artscouncil.ie

Arts Council UK www.artscouncil.org.uk

European Journalism Centre www.ejc.nl/jr/links.html

Getting into the Creative Industries www.ideasfactory.com

Guardian Newspaper Jobs Section www.jobsunlimited.co.uk

Guide to legislative, regulatory & public affairs www.publicaffairsireland.com

Scriptwriting www.bbc.co.uk/writersroom

International Federation of Journalists www.ifj.org

Irish playwrights and screenwriters guild www.script.ie

Irish Writers Union www.ireland-writers.com

National Union of Journalists (Ireland/UK) www.nuj.co.uk

Newslink — opportunities for journalists in the US www.newslink.org

Periodicals publishers' Association www.ppa.co.uk

Public Relations Institute of Ireland www.prii.ie

Publishing in Ireland, including careers & training www.publishingireland.com

SIPTU www.siptu.ie

Skillset — UK Sector Skills Council www.skillset.org

Society of Young Publishers www.thesyp.org.uk

Vacancies in UK press www.holdthefrontpage.co.uk

Resource Site for Journalists www.journalism.co.uk

Worldwide media guide www.mondotimes.com

Media

Broadcasting Commission of Ireland www.bci.ie

BBC Design Vision > career and training info. www.bbc.co.uk/designvision

Community radio forum of Ireland www.craol.ie

Cork Film Centre www.corkfilmcentre.com

Directory of production companies www.filmscan.ie

Federation of Irish Film societies www.accesscinema.ie

Film Ireland www.filmireland.net

Advertising-media industry news www.medialive.ie

Galway Film Centre www.galwayfilmcentre.ie

(Media continued)

Irish Film and TV Network www.iftn.ie
 Irish Film Board www.irishfilmboard.ie
 Irish Film Networking site www.iftn.ie
 Irish playwrights and screenwriters guild www.script.ie
 Media recruitment www.prosperity.ie
 Northern Ireland Screen www.niftc.co.uk
 Production People Agency www.productionpeople.ie
 Public Relations Institute of Ireland www.prii.ie
 Radio waves www.radiowaves.fm
 Resource centre for film makers www.filmbase.ie
 RTÉ www.rte.ie
 Screen Producers Ireland www.screenproducersireland.com
 Scriptwriting www.writing.org.uk
 Skillset (complete guide to working in the media) www.skillset.org
 TG4 www.tg4.ie
 Today FM www.todayfm.com
 Training for film and TV (specialised) www.screentrainingireland.ie
 TV3 www.tv3.ie
 Windmill Lane Pictures Ltd www.windmilllane.com
 International Film and TV production resources www.mandy.com
 Worldwide media guide www.mondotimes.com

Music

Arts Council www.artscouncil.ie
 Contemporary Music Centre www.cmc.ie
 Forum for .usic www.forumformusic.ie
 Information and advice resource for musicians www.firstmusiccontact.com
 Hotpress industry section www.hotpress.com/industry
 Information on RTE performing groups www.rte.ie/music
 Irish Chamber Orchestra www.irishchamberorchestra.info
 Irish music development organisation www.musicnetwork.ie
 Irish music rights organisation www.imro.ie/music_makers
 Irish Recorded Music Association Ltd www.irma.ie
 Irish World Academy of Dance and Music (UL) www.ul.ie/~iwmc
 Opera Ireland www.operaireland.com
 Post-primary music teachers association www.ppmta.ie
 Representative body of composers in Ireland www.composers.ie
 Royal Irish Academy of Music www.riam.ie
 Society for the promotion of the new music (UK) www.spmn.org.uk
 Skillset www.skillset.org

Photography

Federation of European Professional Photographers europeanphotographers.eu

The Irish Professional Photographers Association www.irishphotographers.com

Association of Photographers hub.the-aop.org

British Institute of Professional Photography www.bipp.com

British Journal of Photography www.bjp-online.com

Creative Ireland www.creativeireland.com

Design Ireland www.designireland.ie/home.htm

Illustrators Guild of Ireland www.illustratorsireland.com

Irish Photo News www.irishphotonews.com

Photography Ireland www.photographyireland.net

Press Photographers Association of Ireland www.ppai.ie

Professional Photographers Association of NI www.ppani.co.uk

Publishing in Ireland www.publishingireland.com

Irish Photographers Website www.irishphotographers.ie

Skillset www.skillset.org

Visual Artists www.visualartists.ie



> Give your employer a taste of your creativity!
You can always include your CV with your cover letter.

promotional media

preparing for auditions

general guidelines and tips

> **Time**

Arrive in plenty of time. You don't want to have to rush into your audition. Do a few relaxation exercises. Don't listen to others practicing their material and don't listen at the door of the audition room either. You cannot control what others do, so forget about them. Be aware that you can be waiting for several hours before it is your turn to perform. Don't get too stressed and stay upbeat.

> **Courtesy**

Be friendly and pleasant to everybody. You never know who you are talking to.

> **Homework**

Find some background information about who you are auditioning for. If you are auditioning for a particular company, be familiar with their work. It will also help you decide which pieces to choose for your audition. Make sure your piece/song/monologue is tailored to the audition and compliments your attributes and strengths.

> **Nerves**

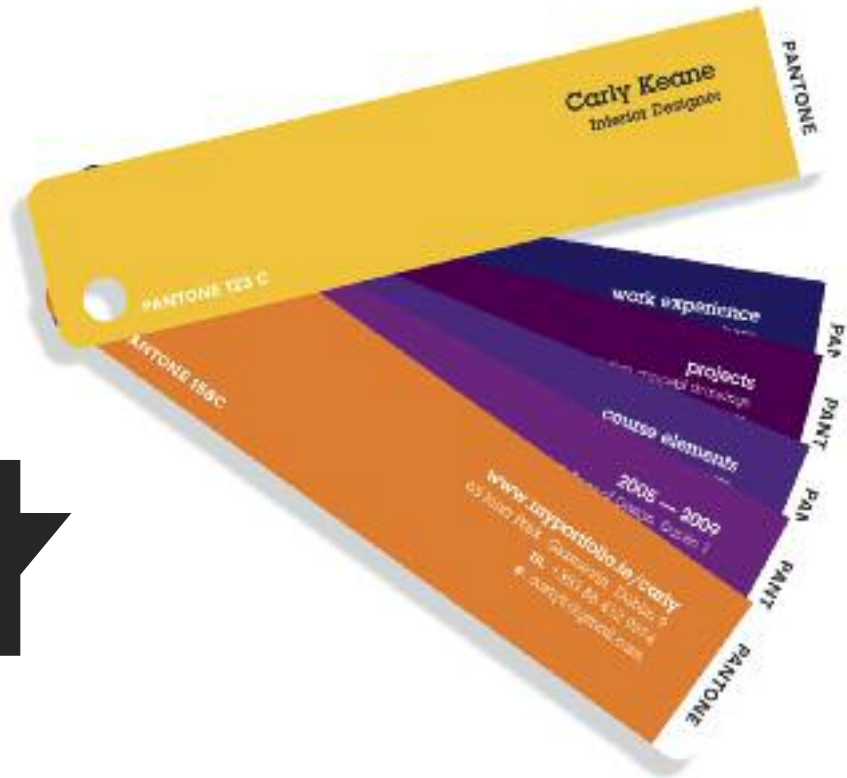
If you are nervous, take a deep breath and try to relax. Recognise that you are not going to get every job you audition for, but can learn from every experience. By auditioning as often as possible, you will get better with practice.

> **Rehearse**

Rehearse, rehearse: Show the piece to as many people as possible. Even if you are working with a coach, get others to watch you. The more comfortable you are doing the piece, the more comfortable you will be at the audition.



> Take an industry norm and customise it with your own details.



> **Confidence**

Think positively. Enter with confidence and make a good impression. Keep good posture (shoulders back!), your chin at a natural level and don't stare at the floor. Walk with confidence, even if you're terrified.

> **Keep going**

Don't fluster or stop if you make a mistake, continue as if nothing happened.

> **Thanks**

Always thank the adjudicators and never apologise for the audition. After the audition think about what you did well, and think about what you did not do well. Write some notes down that may help you for the next audition you take. The audition is not just an audition, it is a learning experience.

Don't fluster or stop if you make a mistake. Continue as if it didn't happen.



tips for music



> Warm-up

Give yourself plenty of time to warm up. When you arrive find out where the practice area is and just focus on yourself and your piece.

> Wear comfortable clothes

Look neat. Avoid strong perfume/cologne. Make sure you are comfortable playing in the clothes you choose to wear to the audition. Can you sit and play properly in that skirt? Does the jacket restrict your bow arm? Can you stand in those heels?

> Be flexible

Sometimes in an audition, the adjudicators ask you to play something again with some sort of change, just play the section they are asking for and really emphasize what they have asked you to change.

> Space set-up

Set up the audition space for your needs. If there is a chair center stage, but you are going to stand for your audition, ask if you can move it out of the way. Don't try to work around it.

> Know the big picture

If you are preparing orchestral excerpts, make sure you listen to a recording of the pieces. When playing orchestral excerpts it is important to know how your part fits in with everyone else's.

> Choose wisely

There is little point singing a new song/piece or one that you are unsure of. Your performance will lack conviction. Any song/piece used for audition purposes should be one that you have memorised and feel confident with. It also needs to be suitable for your vocal range, versatility and the type of audition you are attending.

> Accompaniment

Examine the requirements that have been provided by the company or director running the audition. Check the type of accompaniment provided, if any. Are you allowed to use backing tracks, if so what type of players are provided, i.e, cassette decks, cd or mini disk player? Will there be an accompanist provided, if so, how many and what type, e.g, pianist, guitarist, band, orchestra or can you use your own accompanist? When using audition tracks on cassette tape, line up the track so that it is ready to play before you leave. Ensure that the cassette is clearly marked with your name. If using sheet music, make sure it is clean and mark it with your name and make sure there are enough copies for all the accompanists.

> Playful CVs are eye catching.
If you are applying for a job
in fashion, send your CV as
an origami shirt!

tips for drama



> Clothing

Wear appropriate clothing for the part without taking it to extremes, for example your outfit can suggest the character such as a high-collar blouse for a period piece, but don't go over the top.

> Monologues

If no information for the audition is given, keep your monologue to about a minute. Have several pieces prepared and one longer piece in case they ask to see more. Avoid overused works and choose material that you really understand. Choose characters close to your own age range and physical abilities. Always read and study the full play to better understand the monologue. Re-read the play many times to find clues about location, time, speech patterns, habits, etc. that you will use when developing your monologue. Check and recheck your length by reading aloud.

> Homework

Learn your script, learn your script, learn your script!

> Sight reading

Be able to sight read very well, making sure to put the correct inflection on the correct word. Note grammar and syntax in the script.

> Be flexible

Prepare for changes in the script.



blogs

Simply an abbreviation of web-log, a blog is an online, and frequently updated public diary. Varying from joe-public keeping friends up to date on his life, to celebrities, politicians, and Star Trek fans alike exchanging ideas, news and information, **blogs have become one of the most popular and potentially profitable forms of communication.**

To engage a target audience, blogs should allow visitors to interact with the site and the author. Many blogs allow subscribers to post comments and/or suggestions. Also, it may seem obvious but it's worth mentioning, it should be on a subject that someone else can find interesting.

Most blogs are primarily textual, although some focus on art (artlog), photographs (photoblog), sketchblog, videos (vlog), music (MP3 blog), audio (podcasting).



If using your blog to promote yourself, be aware of the following:

- > **Let your blog make a good impression**
Use your blog as a showcase of your best work. Personalise it so it stands out — don't just use a standard template. Take time to add appropriate content, images, videos, photos and sound. It's not just the writing that is important; it's the style and look of the page that will keep people coming back for more.
- > **Adhere to a schedule**
Successful blogging requires time and effort. Don't create unrealistic expectations and be unable to deliver. If you do get a following of your site, and it's not updated regularly, people will quickly move on. On the other hand if you are updating the site every day, but have nothing of any interest to say, you won't sustain any real base of regular readers.
- > **Keep in mind how people read on the web**
If a reader sees pages and pages of scrolling text it will seem unwieldy and time-consuming to read. Write eye-catching and meaningful titles, break long paragraphs into several shorter ones and generally make it more attractive with appropriate images and again, write interesting content.
- > **Maintain accuracy and professionalism**
Whatever you publish on the Internet can be found and archived. Think carefully about what you post before doing so. Keep in mind potential employers will be reading it, and it needs to be appropriately professional. Although libel laws have a tenuous hold on internet content, it is important to maintain journalistic integrity.
- > **Restrict readership**
Define how accessible your page can be to outsiders — adjust your privacy settings accordingly.
- > **Understand the principles of creating an effective blog**
Take time to view successful sites and see how they can inspire you. View the Weblog Awards (the world's largest blog competition) at weblogawards.org

for more information

Free resources run by webmasters www.createblog.com
Photoshop tutorials www.photoshopsupport.com
Join over 14,000 other bloggers www.problogger.net

demo recordings

The first real step to getting a recording or distribution deal for you or your band is recording a decent demo. Gone are the days when a recording made on a tape-recorder in the corner of your rehearsal space, passed as an acceptable example of your talent and potential.

Home recording studios have become more accessible and affordable. The necessity of record companies is being reduced by iTunes and other digital retailers therefore companies are even more choosy when taking on a new band for development, distribution or recording.

When sending a CD in to an A and R Department, you have to make sure that it represents the best you can be. The recording and production standards should be professional and its packaging and your bio count for a lot.

take one

The studio is for recording, not rehearsing!

Have all rehearsals done before setting foot in studio.

Plan your session

Make a realistic plan before going in as to what you want to accomplish.

Choosing tracks

Pick the songs that, firstly represent your sound, but also have a marketable quality.

Rehearse, rehearse, rehearse!

James Brown used to say: "Don't practice 'till you can play it right, practice 'till you can't play it wrong".

Arrange everything

Arrange and practice all instrument and vocal before entering recording studio.

Get a name



Most record companies don't accept unsolicited mail. Get the name of the right person; give the organisation a ring and ask who the CD should be sent to. Even better, go and deliver it by hand. Persistence is everything!

Find your sound

When meeting a producer, bring some samples of how you would like your music to sound.

Get kitted out

Make sure you have all the equipment you will need for the recording session. Don't forget to have spare strings and a decent tuner for guitars and bass, spare sticks, felts, etc. for the drums.

How will you record

You can either record a 'live take' and have everyone play at the same time, or you can get a decent drum track down and then everyone plays their tracks over it, one at a time. A live take will always have more energy and feel to it — it's what you're used to doing and you can play off each other and really get a genuine sound. But you have to be tight before this will work, otherwise you'll end up doing take after take without getting a keeper. Recording on individual tracks is cleaner and more precise but it can end up feeling a bit dead. A good compromise is to get a live take with tight bass and drum tracks and then add in tracks on top to clean things up — but keep the energy in the rhythm section.

take two

Choosing your recording studio

Make sure you pick the right studio. Ask around for advice from other bands /artists of a similar style. A metal band will have different recording needs to a mainstream band and vice versa. Ask for some examples of the finished product they have produced.

useful links

BBC 'One Music': www.bbc.co.uk/radio1/onemusic/recording

take three

Stay calm!

Recording is stressful and can be really boring at times but it's important to stay calm and comfortable. Get out and get some air at regular intervals and make sure you've enough food and drink — and try not to kill each other. As each song is recorded listen back carefully, make sure you're happy with it before you move on to the next one. An old trick is to rip off a copy and listen to it on a portable CD player or a car stereo — studios tend to have top-of-the-range speakers, if it sounds good on the lower quality stereo in your car, it'll sound good anywhere! Take a break and come back and listen to the track after a break. Your brain can get saturated and listening with fresh ears can change how you feel about it a lot.

take four

Mixing the tracks

In general the fewer people who are in the studio when this is happening the better. Once your engineer knows what you are trying to achieve you have to trust him to make your tracks sound good, but don't be afraid to get him to change things if you're not happy — he's working for you remember!

Mastering your CD

Mastering basically polishes up the recording as a whole sound of your recording. When at the Mastering Engineer stage, that is when all the ultimate sonic judgments are made, all necessary aural enhancements are applied, and the definitive content of your project becomes a coherent and sophisticated artistic creation. When a mastering engineer does the job properly, it can literally separate the hits from the rest of the market.

Get noticed

Now that you've got your recording in your hand it's time to get it out there. Remember whoever you send your recording to, be it for review, airplay or to try and get a deal, you are competing with every other band who's trying to do the same... so get noticed.

Package the CD well

You can get this done professionally or do it yourself, but just make sure it looks good. You are selling yourself as a professional act and your CD is your product.

Contact

Make sure you have the band name and contact information on the CD case AND on the CD itself — they can easily be separated. There's no point in having a killer demo if the person listening to it doesn't know who it's by! Include band name, contact person's name, phone, email and website if you have one.



freelancing

Given the nature of the work and employment patterns in the creative industries working as a freelancer is an option which may have to be considered by graduates.

Freelancing basically means being self employed, selling your services and/or work to interested parties.

To be a successful freelancer you need to develop a wide range of business related and personal management skills to support your creative talents.

marketing

Best tools to promote your services and talents; knowledge of potential clients; making and maintaining contacts.

job searching

The capacity to find and secure work; negotiate contracts — knowledge of the law; keeping aware of developments in the industry.

networking

Membership of and participation in professional networks and organisations which can support your work.

budgeting and finance

How to forecast budgets to include expenses, accommodation, materials etc; how to price your work; book-keeping

time management

Manage time effectively to produce work on schedule, in budget and to the highest standards. Manage several projects simultaneously.

computing/IT skills

Competency with relevant IT packages and professional tools relevant to business and your discipline.

law

Knowledge of employment legislation, professional ethics and the law as it pertains to your discipline and self employment.

There are many resources and organisations to help you as a freelancer.

Potential benefits of freelancing

- > You are the boss – you only have to answer to yourself and your clients. This can be very rewarding.
- > Flexibility around time and type of work undertaken and indeed artistic integrity.
- > Range and depth of experience – develop wide-ranging experience as you undertake a variety of contracts with different clients. Makes for a rich CV.
- > Money — if well established there are opportunities to make more money than being employed in an organisation.

Challenges

- > No guarantees: of new work when one contract ends; no holiday or illness payments.
- > Danger of isolation: lack of contact with other like minded people.
- > Multi tasking: need to demonstrate a wide range of skills and knowledge: from networking to marketing; from to accounting to employment law.
- > Self management: keeping yourself organised and motivated can be difficult when times are challenging.

Considering freelance work?

- > Look at your value system: what do you really want from the business? Is it to make a lot of money; live a certain lifestyle; artistic integrity; to leave a mark on the world. Your values will fundamentally affect your approach and drive.
- > Be honest with yourself: do you have what it takes? Look at your personal style and characteristics — how do you build and manage relationship, manage yourself; manage money; deal with failure; address your weaknesses.
- > Decide how much to you need to invest — is it just equipment; office space; further training.
- > Research the market place; what/whom are you targeting. What is the competition? What will be your unique selling point.
- > Speak to a relevant agency and set up your company. Develop a business plan. Be SMART in your objectives.
- > Build a support network; join relevant professional organisations and seek advice.
- > Continue to develop a professional portfolio and CV.
- > Get an accountant.
- > If your creative talents will only bring in so much money decide what else you are going to do with the rest of your time.

Useful websites and contacts for freelancing

Artists Association of Ireland

43 Temple Bar, Dublin 2.

Excellent resource centre for emerging artists and designers in Ireland.

t: 01 874 0529

www.visualartists.ie

Business Access to State Information and Services

www.basis.ie

Citizens Information Centres

Good information base on starting your own business.

www.citizensinformation.ie/categories/employment/types-of-employment

Department of Enterprise, Trade and Employment

Kildare St, Dublin 2.

Good overview of business in Ireland.

t: 01 661 4444

www.entemp.ie

Enterprise Boards

County specific enterprise boards which provide advice and practical assistance for business start ups and offers direct access to the board in your area.

www.startingabusinessinireland.com/dirceb.htm

FÁS

Upper Baggot St, Dublin 4.

Runs a series of 'Start your Own Business' courses and 'Assessing Business Opportunities' covering the main issues involved in setting up your own business: business plan development research marketing budgeting cash management and planning insurance and taxation.

t: 01 607 0500

www.fas.ie

Guides for small businesses

Information compiled by The Revenue Commissioners covers tax issues etc. Full details of the Revenue Commissioners publications on guides for small businesses are available on.

t: 01 878 0000

www.revenue.ie

Product Development Centre

Docklands Innovation Park,

128 — 130 East Wall Road, Dublin 3.

Resource centre for entrepreneurs providing them with support and training through the startup and growth phases of their business development.

t: 01 240 1300

exhibiting your work

As a visual artist, be it as a fine artist, sculptor or photographer, graphic or interior designer exhibiting your work plays a key role publicising your skills and abilities to the world while also giving you the opportunity to make some sales. However, the decision to display your work is the easy part. Finding a suitable location can present a significant challenge, particularly for recently graduates. Finding a suitable and available location to display work is probably the biggest issue facing an aspiring artist as his or her practice develops.

Before approaching a gallery/exhibition

Self-reflection: Before choosing a location to exhibit your work, consider the type of work you do, your reasons are for choosing that area, where your work will fit-in to the art world, what your current and future reasons for exhibiting and finally, are you ready to exhibit?

Applying to a gallery/curator

- > Make sure that your documentation and supporting material reflects your work clearly and that the images are easily accessible if communicated via electronic means or hosted on a website.
- > Don't overload the viewer with irrelevant images.
- > Provide the curator with images that best reflect your work.

Choosing a location

- > What type of exhibition space are you looking for? Different locations will attract a variety of types of viewer.
- > How secure will the exhibition space be?
- > Who will run and monitor your exhibition?

Collaborate

Many recent graduates collaborate with current or former classmates in putting together their first exhibitions, thus sharing the stress of organising the event.

Types of galleries and exhibition spaces and how to approach them

Funded/public galleries

- > As your experience grows, you should look towards exhibiting in more established subsidised/public galleries.
- > You need to be able to demonstrate your commitment to and understanding of your work (themes, styles, influences, etc).



- > Galleries may seem reluctant to work with a recently graduated art student. However, as your practice develops you could find a lot more support galleries offer including financial assistance. Relationships with gallery curators will typically strengthen.
- > When exhibiting in major public/funded galleries, an artist can expect to receive a fee as well as help with the production, transportation and promotion of their work, including catalogue production. However, this is not always the case, particularly early in your career. Artists may have to be content with the benefits gained from working with galleries, experienced curators and the opportunity to display their work in high profile locations.
- > Public galleries typically select exhibiting artists through invitation from the gallery/curator.
- > Galleries receive many artist proposals each year.
- > At the very least, make sure that your work is known by the curator, which will aid you in organising future exhibitions.
- > Include the gallery and/or curator on your emailing list.
- > Don't expect an immediate response given the quantity of proposals received by galleries!
- > Enter art competitions — can give you the opportunity to display your work in locations which would typically be out of reach of the raw graduate.

Commercial galleries

- > Primary focus is the sale of works of art.
- > Typically offer artists a closer working relationship.
- > Can expect more interest from private galleries as your practice (and reputation) grows.
- > Selection: Emphasis on selling can impact on how exhibiting artists are chosen and on rates of commission involved for the sale of the work (could be a rate of over 50%).

Benefits to artists can include

- > Exclusive representation.
- > Solo exhibition every few years.
- > Display of your work at national and international commercial gallery events and shows.
- > Possible inclusion of work in important collections.
- > Developing relationships with dealers, curators and art critics.
- > Be aware that as an artist's work starts to lose commercial value, commercial galleries may take less interest or even drop the artist.

useful links

The Arts Council – www.artscouncil.ie

Visual Artists Ireland – www.visualartists.ie

Creative Ireland – www.creativeireland.com

Illustrators Ireland – www.illustratorsireland.com

Creative Careers – www.creativecareers.ie

Irish-Art.com – www.irish-art.com

The Irish Professional Photographers Association – www.irishphotographers.com

Selection

- > Typically don't accept unsolicited proposal applications.
- > Relationships develop over time as galleries consider the commercial value of your work.
- > Make sure that galleries are aware of your existence. Attend events and openings.
- > Don't over-solicit galleries as this can put galleries off rather attract them.

Artists-run studios

What are they?

They tend to consist of a number of studios beneath one roof which are often linked to a gallery space.

- > Popular with recently-graduated or aspiring artists.
- > Tend to be more supportive and nurturing environment.
- > Can allow more exploration and experimentation.
- > Can provide recent graduates with first experience of exhibiting through use of associated gallery.
- > Membership programmes associated with artist-run spaces also provide information on artist events, exhibitions and general display opportunities.

Funding

- > Artist-run spaces received limited funding and resources with those running them often doing so on a voluntary basis.
- > Combining roles of artist and administrator in these spaces can be a difficult as a result.
- > Administrative and exhibition experience can be extremely beneficial in the long run.

Temporary locations

- > Take advantage of temporary spaces to display your work e.g. vacant buildings, unoccupied retail outlets, foyers of highly recognised or interesting historical buildings.
- > Venues can exist in a range of sectors including entertainment, hospitality, conferencing, retail, public transport, community, art/craft fairs and outdoor locations.
- > Always be on the lookout for such opportunities.
- > Networking and develop contacts, as well as a proactive attitude, can also play a significant role in finding temporary exhibition space. Keep your eyes open!

How to plan an exhibition

- > Identify your audience/market – it can have an impact on your choice of venue. Your audience could include those within the art world including buyers and sellers and media, or perhaps a broader audience such as educational institutions, community or tourists.

Planning your exhibition

- > In planning an exhibition, there are a variety of tasks to be completed in the areas of event funding, promotion, scheduling and arranging insurance cover for the event.
- > Promotion includes establishing a mailing list and the necessary publicity.
- > Scheduling can involve organising a preview and any other events to take place during the exhibition.
- > Finer points of the preparation of the works themselves for display must also be completed. Photographic artists in particular will need to consider types of mounting which they wish to use when displaying their work e.g. wood or metal frames, mounting with Perspex which involves balancing the visual effect of the image in a particular frame and the potential costs of different mounting styles.
- > Timing of the event preparation, it is best to leave plenty of time – do not rush!
- > Preparation time for your exhibition can range from six months to two years depending on the size of the exhibition.

Budgeting

- > Running an exhibition can involve a wide array of costs, many of which may not be obvious to the relatively new exhibitor.
- > In addition to possible rental of the exhibition space, you should be aware of payments for utilities (gas, electricity etc.), transport, insurance, phone, stationery and equipment hire.

- > You should also consider any promotional costs involved as well as payments for any professionals assisting you with the exhibition including security, framing and installation of displays/equipment.
- > A reserve fund should also be in place to cover any unexpected expenses.

You may also look to generate some income from your exhibition.

- > Apart from the actual sale of your work, you could consider selling catalogues for the event, having an entrance fee to the exhibition, and charging visitors for refreshments.
- > Funding may also be provided by private or public sponsorship, or grants such as those provided by national or local arts councils or any other parties interested in the promotion of your work.
- > Also be aware, that certain galleries may pay a fee to an artist for a public exhibition (galleries and arts boards will know more about this).

Make a contract

- > It is highly recommended that you agree a formal contract between you, as exhibitor, and your venue. This clarifies each party's responsibilities in relation to the exhibition and ensures professionalism.

Final point

- > With each exhibition, you will find yourself becoming more and more experienced and aware of the benefits and pitfalls of exhibiting. Your skills in developing relationships with galleries and exhibitors will also develop greatly. However, if you consider the points above, you should be ready for almost any of the issues which exhibiting presents.

podcasting

Audacity, free, open source software for recording and editing sounds — audacity.sourceforge.net

Easy podcast, a cross-platform GUI tool for easy podcast publication — www.easypodcast.com

BBC How to guides — www.bbc.co.uk/radio1/onemusic/howto

Podcast directories — www.podcastingnews.com/topics/Podcast_Directory.html

For whom

Podcasting is an opportunity for those interested in music, acting, comedy or radio broadcasting to record and promote their work to a wider audience.

What's needed to create a podcast?

Recording equipment and software to record and upload your work onto the web. A simple microphone linked to your pc using some free recording software to high end recording studio equipment.

Bit rates

MP3 files record at different bit rates. The rule of thumb is — a lower bit rate equals lower quality and smaller file size. A good general guide is:

48 — 56k Mono — audio books, talk radio

64k+ Stereo — music, music and talk combinations

128k Stereo — good quality music

In order to place the file online you will need access to webhosting — your own website, blog or social networking site. The next key step is to create a 'feed' which allows people to subscribe to and download your podcast. This is based on RSS, or 'Really Simple Syndication', which is a way of receiving headlines and updates automatically to a computer. Search the web under 'how to podcast' to generate lists of sites and software manufacturers which will create the code enabling you to create the feed.

Promoting your podcast

Similar to promoting a website it is important to register your podcast with podcast search engines. You should also promote your podcasts to all interested parties using a variety of marketing tools; e.g. publicity materials; posters; business cards; social networks; CVs.

Podcasts are multimedia audio files that the creator, or podcaster, uploads to the Internet. Others can download these files and playback using a computer, mp3 player, or web browser on a mobile device.

portfolio

Portfolios

Use your blog as a showcase of your best work. Personalise it so it stands out — don't just use a standard template. Take time to add appropriate content, images, videos, photos and sound. It's not just the writing that is important; it's the style and look of the page that will keep people coming back for more.

What is a portfolio?

A portable proof of your art and design education and a document of your work. A display of exercises, talent, thinking and/or solutions to visual communication problems or briefs. It should be a 'living' expression of you and your art. The physical form of the portfolio is completely up to you. It should, however, not be too precious or complicated. It is an expression of your skills, values and interests as well as your personality (see motivational profile diagram page five). Always bear in mind the target audience and tailor where necessary and/or possible.

Design

A portfolio is a design project. It contains an assortment of given visual and verbal material. As with all layouts, the sequencing of elements will either enhance or detract from the overall impact. An interesting layout of spreads and pages, color, form, thematic relationships, dramatic scale changes, humour, elements of surprise, details or whole pieces, sequencing and rhythm, are all tools to attract the viewer. Remember if you are not serious about the layout of your portfolio neither will a prospective employer.

Organisation

A well-structured portfolio has a beginning, a middle and an end. It should be a well-designed book that shows off your work in the best possible light. It should contain a good cross section of your work. Samples should be clean and removable. Ensure quality not quantity: 8 — 10 really good pieces are better than 40 average ones. The sequence doesn't have to be chronological, but could be based on themes or media. Make sure to start and end with strong elements of your work.

Sketches

If you have sketches or back-up work, it can be good to show them separately. Sketching is an important part of the development process and can be a good showcase of your creative thinking.

For more information on compiling your biography, press release and photographs see the following website:

www.bbc.co.uk/radio1/onemusic/promotion/ackp01.shtml

Photographing work

If your work is not image based or too big to include you will have to photograph or scan it. Get a good digital camera and if the camera allows, take pictures of your work in RAW format and print them professionally. The quality of the images you present can have a critical bearing on the viewer. If you can, get your work professionally shot or perhaps you have a friend who studied photography. It's a good idea to have uniformity in your images (presented vertically or horizontally with the same size border).

Slides

Slides are often used by galleries and art consultants to show clients images. Slides should always be of prints, not duplicates of slides. Mastering the art of making good quality slides will be a benefit to your career. If you are having difficulties making good slides, let a professional lab or someone who knows how to make them do it for you

Labels

It helps to label your work with very short descriptions, in case you have to drop off your portfolio and don't have a chance to narrate in person. Keep in mind that a first portfolio review a first impression of you and your work. If it creates enough interest you will be called back for an interview where your work will be examined in more detail.

CDs and web sites

Your digital portfolio should be designed just like the regular portfolio with the same attributes described above. It should be easy to open, navigate and review. Whatever you do, make it easy to get to your information.

Ask an expert

Seek a second opinion on the presentation of your portfolio. A keen objective second pair of eyes will help ensure you are presenting yourself and your work in the best possible and professional light.

Present in person

Practice presenting your portfolio so you are familiar with the running order and key things you wish to say. Know your unique selling points. Your intelligence, enthusiasm, energy and passion play a vital role in the process of presenting your portfolio. Take critiques (and indeed criticism) on board without becoming overly your own work as objectively as one can. This shows a capacity for real professional reflection.



press packs

A press pack is more advanced than a press release and is often referred to as a 'kit'. It is a collection of pertinent information on the artist (music, visual) customised for the target audience, from the media to promoters and gallery owners.

Press packs typically include the following items:

Press release

Prepared for and disseminated to the media to announce or address a specific topic. It is usually no more than one A4 page.

Biography

Usually no more than one A4 page giving the history of the artist and achievements.

Photograph(s)

Image is important. Your photograph should be of the highest quality, either in black and white or in colour.

Creative material

Audio and visual e.g. recorded sample music/catalogue. This is a sample representation of your work e.g. a CD for music, a DVD for media art, a sample of fine art for a fine artist.

Press clippings (optional)

Press clippings of relevant media coverage.

Business card (optional)

Your business card should have all your contact details. It is important that these details are also included on each component of the press pack.

The purpose of the press pack is to promote the artist's work in the market place; it is synonymous with creating your own brand. The information may be sent electronically or in hard copy.

showreels



A showreel/demo reel/demo tape/is a video or audio presentation designed to showcase your talents to a potential employer. Before deciding what to include, think about **what you want to convey to the viewer? What particular skills do you want to demonstrate?** Employers' needs to see what you are capable of based on the examples you have supplied.

useful resources

www.fxguide.com/index.php

www.mediacollege.com/employment/demo-reel.html

www.showreel.org/index.php



top tips

Packaging

Good presentation is fundamental. Your name and contact details should be permanently and clearly attached on the front, side spine of the tape/DVD. Make packaging professional and distinctive. Employers' will view your packaging as a quality clue to the sort of work you do.

Tailor your reel

Find out as much as possible about the company and role you are going for. Produce a reel that is relevant to the position you are after.

Put your best material first

Impress them with your first set of images — you have one chance: the first 30 seconds, after that they will either watch it or reach for the next reel. It should be no more than five to ten minutes in length.

Be honest

Never take credit for someone else's work, even implicitly. Sometimes your demo will include segments in which a number of people were involved — make it clear what your role was.

Log your reels

Log every reel that goes out. Note on paper or in a database what was on that reel, and to whom you sent it.

Put yourself in the viewers shoes

Know the standards employers' are looking for and ensure your demo achieves it. If possible, have your demo evaluated independently first. Be ruthless with yourself because employers' will be even more rigorous. Don't include any substandard work. If you need more material, do some volunteer work so you can get more.

Play the reel first

If you are meeting to show your reel, let the work speak. Avoid the desire to talk over every shot. Also avoid the desire to grab the remote and pause, rewind and fast forward. It is likely that much of your work is new to the person you are talking to; give them a moment to take it in.

Don't point out faults

If you're present when your reel is played, you'll know every problem and fault. Don't mention it — be proud of your work.

Look at the best

Have a look at good quality showreels and see what makes them successful. Are there elements that you can learn from?

websites



A website can be one of the most effective promotional tools for visual and performing artists. It can help you market yourself to a wide audience and well as keeping potential employers, galleries, purchasers and friends abreast of your work. Before embarking on developing a website there are some important aspects to carefully consider.

> **Purpose**

Your website can be informative, educational, promotional or indeed a combination of all three. You need to bear your audience and their needs in mind at all times. You should be aware that visitors will always apply the WIFM (what's in it for me) principle when deciding to stay on your site.

> **Content and features**

Biography; artist statement; Photos; MP3s; video; text; listings; blogs; contact details; message boards; user reviews; links to other sites; facilities for selling your work.

> **Design**

Remember first impressions last. Layout and navigation are crucial factors in the success of your website. Visitors need to be able to get what they want within two clicks. You need to be careful of overdoing animation (flash) and including very large files which take an age to download. Otherwise you run the risk of losing the visitor.

> **Web space and hosting**

You will need an adequate amount of space on a web server to house your website. Video and sound files will require more space than a simple text and image-based site. Dedicated hosting is an 'all in' package, usually for an annual fee, which will include registering your domain name (www.myname.ie), web space, email boxes, technical support, and, in most cases, access to an array of web tools like email forms, message boards, hit counters and many more — all of which can be set up really easily. Some companies may offer hosting at a reasonable cost but will also include unwanted headers and pop ups on your website. This can damage your image. Hosting can cost upwards of €500 per year.

useful resources

Web management websites

www.theartistsweb.co.uk — Six months free hosting is offered for students

www.artifolio.com — Free website allowing you to upload your profile and work

www.mahara.org — Free eportfolio software

‘Dummies Guide To HTML’ and ‘Teach Yourself HTML in 21 Days

Computer magazines often have free software for developing and editing website

www.wordpress.org — Free personal publishing platform

Web development

There are several options for developing your website and/or adding your profile to the web:

> Hiring a professional designer/company

The most expensive option but should ensure a top quality result. Select a designer with a good track record of designing sites for your creative discipline. You can usually see the designer/company name on websites they have developed. Discuss your needs; agree a price, website structure and timescale for development. You also need to agree how the website will be updated and maintained — this could be using a content management system such as Dreamweaver. You provide the necessary content — digital images, text, sound/video files images etc. After another consultation process you agree to the final design. You then need to pay for hosting of your website with a reliable provider.

> Cost

The cost of a site will depend on what you want, i.e. the design, navigation, coding involved and content management. Expect to pay up to €300 per year for hosting.

> Social networking sites

Sites such as Facebook, Myspace and LinkedIn offer the opportunity to profile yourself, add interests, blogs, upload images and customise your pages. However they need to be professional in their appearance, navigability and content. You need to be conscious of the information you make public — social habits; friends comments; inappropriate photos can leave a wrong impression.

> College intranets and free portfolio software

Some college and open source portfolio websites can be good platforms to develop your profile, upload your work and add blogs. You can also customise the style of the presentation format.

> Website promotion

You should promote your website as part of your general promotional material; business cards; CVs; portfolios; podcasts. You can also pay to have your website listed on major search engines. Remember quality matters. Your website represents you. People will form opinions on you and your work based on the appearance and content of your website. If you want to be treated as a professional your promotional material should be professional. Always look at best practice and seek advice before you start.