

Design a résumé

Objectives:

- design a professional résumé
- become familiar with InDesign (including master pages, columns, and paragraph styles)
- explore visual hierarchy, white space, alignment, contrast, proximity, scale and repetition in a business document
- apply your knowledge of typefaces and styles to convey voice and to position yourself appropriately to an audience
- learn how to package your project and how to create a pdf in InDesign

Assignment:

What makes a professional-looking document? You will likely produce all kinds of professional documents (reports, proposals, invoices, etc.) in your work life. Make them look great! We will discuss beautiful documents and résumés, and we will work together to set up a résumé using dummy information. Your assignment is to design another résumé (in a different style than the one we did together) using information about you.

Make sure to use:

- columns, paragraph styles, a full type family, and a brief description of some of your choices and why they are right for your audience.

Resources:

For InDesign questions, refer to David Blatner's InDesign CC Essential Training (2017) on Lynda.com. Also, refer to your class packet and the worksheet we used for our tutorial and any notes you took in lab. For examples of professional résumés, check CV Parade (<http://cvparade.com>), Etsy (<https://www.etsy.com>), Pinterest, and the web in general.

Process:

Look at the résumé on the "Lecture" tab of our website (smithadpr.com) to see what we will be making together during the tutorial. You are free to use these headers for the résumé you design or you can use different ones. You have to do research on professional résumés and identify typefaces, colors, styles, use of white space, etc. that will position your information for a particular audience. Pay attention to margins, visual hierarchy, consistency, proper spelling/grammar, and the type rules we have learned.

Deliverables:

Follow the printing and packaging instructions on the "Project" tab of our website. Please give me a printed copy of your résumé, and you will put the packaged, digital file (including a pdf) in the drop box in lab for me. (Not on ELC.) Remember, too, that writing about your design choices in the pasteboard area is a requirement.

Achievement:

Congratulations! You know the basics of InDesign. You have a professional résumé that follows the principles of design we have studied. You can update this résumé throughout your last years of college.