**ARA 396: Professional Practices for Artists and Designers – Fall 2018**

**WORKSHEET/WORKSHOP 5 – STYLE, VOICE, BRANDING  
(Professional Clarity/Acuity + Digital Assets)**

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**DUE: 10/4**

**OBJECTIVE: The Curriculum Vitae (commonly known as CV) is a chronological listing - a one-stop list of specific accomplishments related to your practice as an artist or designer. For this assignment, we will review the differences between a CV and a Resume. This living document will serve you endlessly throughout your career as you apply to jobs, exhibitions, conferences, internships, grants, grad school… ad infinitum.**

1. **Resume + CV**

**Use what you’ve established on Worksheet 3 & 4 regarding color palette, font choices, logo, mark and letterhead for brand consistency, and implement the guidelines as outlined in the provided .pdf titled: “Compiling a CV or Resume”, to develop a comprehensive format that you will continuously update as your experiences grow. Where there is no experience or information at the moment, simply list N/A.**

**Create a copy of this document and edit it to resemble a polished CV or resume (or combination of the two), whichever form you decide will serve you best at the moment. Edit out categories where you currently have nothing to list.**

**Please attach (2) files to your submittal email— the ‘MASTER’ document and your edited/polished CV or resume.**

1. **Cover Letter**

**On your Letterhead and remaining adherent to your brand (font, color, tone, etc.), draft a one-page (MAX!) hypothetical letter to either a gallery owner/curator, a design firm executive, or a direct client as a cover letter for a proposal, a job application, or introduction to your work. Follow the basic formatting as presented in the lecture and attached .pdf.**

**Please attach file to your submittal email.**

**DUE: 10/4**