



## COVER LETTER | GUIDE PAGE ONE

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### **SALUTATION**

Try to identify the person who has the power to hire you in that department or organization. Spell his/her name and title correctly.

- Dear Ms. Smith
- Dear Dr. Diaz
- Dear Marketing Director
- Dear Human Resources Recruiter

### **FIRST PARAGRAPH**

*Consists of why they are receiving letter, position applying for, person who referred you, and how you heard about position.*

- I am writing in response to the Graphic Design position at “XYZ Company,” listed on the Otis online job board.
- While researching organizations at the Otis College of Art and Design Center for Creative Professions, I read the information you recently provided regarding “XYZ Company’s” job opportunities. Upon graduation from Otis in the spring, I would like to begin a career in graphic design with your organization.
- An article I read recently, in a leading graphic design magazine, identified your firm as an innovator in the graphic arts. My senior project explores the area in which you are expanding. I would like the opportunity to talk with you about our mutual interest in this growing field.

### **SECOND PARAGRAPH**

*Communicate the way in which your skills and experience can be of value to the employer. Present the most relevant information you want the employer to consider, even before he/she turns to your resume. Highlight special accomplishments and show your enthusiasm, without merely repeating your resume. Explain how your qualifications and the company’s needs are a good match.*

- I’m actively pursuing a career in graphic design. As noted on my resume, this past summer, I interned at MGM Studios where I worked on an advertising campaign for an animated film. For my senior project, I completed a website for a local start-up business. With my leadership abilities, creative skills, and related background, I would work hard to be an effective member of your staff.
- For a recent Otis campus-wide event, I designed advertising materials which resulted in a fifty percent increase in student turnout, over the previous year. Through this experience and an internship with MGM, I have developed skills which would add value to your promotional campaigns.



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- The enclosed resume highlights my experience in graphic design. As one of the few students chosen to work with the Career Services Office at Otis, I have incorporated my unique and practical design project techniques. My accomplishments in this area have prepared me to make a strong contribution to your organization in the areas of marketing and branding.

### FINAL PARAGRAPH

*Wrap it up and let the employer know that you appreciate his/her time. Indicate how to reach you.*

- Thank you very much for taking the time to consider my resume. If you have any questions please contact me.
- A letter and resume can tell only so much about my qualifications. I would welcome the opportunity to discuss my background with you, in person.
- Please find my resume enclosed. I will plan on contacting you in the next two weeks to schedule an interview. In the meantime, please feel free to contact me at 424-207-2490.

### FINAL TIPS

- Keep to one page.
- Address to specific person, if at all possible.
- Tailor to requirements of position and employer's needs.
- Know your reader and the organization.
- Check so that letter is free of spelling, punctuation, and grammatical errors.
- Write in your own words, no copying material out of a book.
- Proofread yourself and ask others to proofread as well. (Do not only rely on spell check and grammar check.)



## COVER LETTER | E-MAIL SAMPLE

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To: recruiter07@agreatcompanyonline.com  
Subject: Experienced Designer for Graphic Design position  
Attach... JaneDoe\_resume.doc (31KB)

Dear Recruiter:

While searching for graphic design positions on the Otis College of Art and Design online job board, I found your job opening for a Graphic Designer. I am currently a junior majoring in Communication Arts and am seeking a part-time design position. I am very interested in this opportunity and, after reading the description, I know that this job would be a great match for my skills.

One of the things that I appreciate about your company is the consistent attention to detail which can be seen in your product line. Not only are your products, such as Product M, essential for designers, they are well crafted and easy to use. It is also comforting to see a company of your stature so highly involved in the betterment of the community through your programs such as "Make a Difference Los Angeles 2009". Your job description asks for experience with Photoshop, InDesign, and Illustrator. I have learned all of these programs through courses taken while in pursuit of my degree and have used them in my internship with [A Boutique Design Firm]. In addition to those skills, I have extensive experience on Macintosh computers and peripheral knowledge of web design. I am confident that I can contribute my sharp eye for detail and a willingness to get each job done correctly and on time.

I believe that I have a lot to offer [Company Name] and look forward to the opportunity to work with you. My resume is attached to this email. Should you need any further information on my background or qualifications please contact me at janedoe@gmail.com. Thank you in advance for your consideration.

Sincerely,  
Jane Doe  
310-999-9999  
janedoe@gmail.com  
www.janedoedesigns.com



## COVER LETTER | **SAMPLE**

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Edward S. Smith  
Human Resources Director  
XYZ Company  
7654 Apple Road  
Santa Monica, CA 90105

Dear Mr. Smith:

While searching for positions on the Otis College of Art and Design online job board, I found your job opening for a Graphic Designer. I am currently a junior majoring in Communication Arts and am seeking a part-time design position.

I am very interested in this opportunity and, after reading the description, I know that this job would be a great match for my skills. One of the things that I appreciate about your company is the consistent attention to detail which can be seen in your product line. Not only are your products essential for designers, but they are also well crafted and easy to use. It is also comforting to see a company of your stature so highly involved in the betterment of the community through your programs such as "Make a Difference Los Angeles 2009".

Your job description requests someone who has experience with Photoshop, InDesign, and Illustrator. I have used all of these programs while in pursuit of my degree as well as during my internship with [A Boutique Design Firm]. In addition to those skills, I have extensive experience on Macintosh computers and peripheral knowledge of web design.

I am confident that I can contribute my sharp eye for detail and a willingness to get each job done correctly and on time. I believe that I have a lot to offer [A Great Company] and look forward to the opportunity to work with you. My resume is attached to this email. Should you need further information on my background or qualifications please contact me at [janedoe@gmail.com](mailto:janedoe@gmail.com). Thank you in advance for your consideration.

Sincerely,  
Jane Doe  
310-999-9999  
[janedoe@gmail.com](mailto:janedoe@gmail.com)  
[www.janedoedesigns.com](http://www.janedoedesigns.com)