

Ready, Set, Intern!

Today I'm going to be giving you some pointers on how to go about getting an internship and landing one successfully.

**We are honoured and grateful to be
learning today on the unceded ancestral
territories of the Lil'wat, Musqueam,
Squamish and Tsleil-Waututh Nations.**

First I want to acknowledge that We are honoured and grateful to be learning today on the unceded ancestral territories of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations.

**Who wants to
intern this summer?**

Who wants to intern this summer? Show of hands.

**What have you done
about it so far?**

What have you done about it so far?

Find this info on the blog:
**[eportfolios.capilanou.ca/
judysnaydon/](http://eportfolios.capilanou.ca/judysnaydon/)**

I'll post this slide deck on the blog next week.
eportfolios.capilanou.ca/judysnaydon/

Step 1.
Know who you are.

Step 1. Know who you are. After these slides we will do an exercise around that.

**You are a brand like
any other, with
many touchpoints.**

You are a brand like any other, with many touchpoints.

What do I mean by that?

What do you think your touchpoints are?

Step 2.
Know how
to prove it.

Step 2. Know how to prove it. Your touchpoints are the elements that we are going to try and cover today. CV, Portfolio, Awards/Recognition, SM, Networking, and Interviews.



In these slides I'll be walking you through how you can bring your brand to life through your various touchpoints using the example of a real brand.

We're going to look at Cartems donuts.

We're going to see how a small brand like Cartems gets started and becomes successful.



How many people in the room are familiar with Cartems donuts?

Hands up who likes donuts? Imagine you do.

Imagine you've never heard of Cartems, and to imagine you're on the bus, on the way to school and you see a billboard that says, Cartems, Vancouver's best donuts.

What would you think? Would you believe it?

Without any other information to support that claim, you might wonder if it's true, but you probably wouldn't take their word for it.

But they have a friendly feel and a cute logo, so you'll probably have a somewhat positive impression?

We are not going to look at personal logos in this class. We will have half a term to work on that in 3rd Year. Having a great personal logo is not essential to landing an internship.

After seeing this billboard how badly do you want to try one? OUT OF TEN?

What do you think your first touchpoint with an employer might be?

Touchpoint #1

**Random meeting
Email enquiry
(Networking)**

Your first contact with a potential employer is likely to be someone you meet at an event like Creative Mornings or a GDC Event (which requires talking to strangers!). Or maybe you have been researching companies and you send them an email asking if they take interns. Or asking if maybe you can come in and show them your work.

That's your first Touchpoint.

How much impact did we say that first touchpoint might have? OUT OF TEN? 2? (20% for each touchpoint)



Now imagine, a week later, you're on the bus again and you actually go by the store and you think "Oh there's Cartems".

You see their friendly storefront full of happy people and think, looks like a pretty cool place, maybe I'll check them out sometime. Maybe they could make Vancouver's best donuts?

How would you rate confidence in them now? OUT OF TEN?

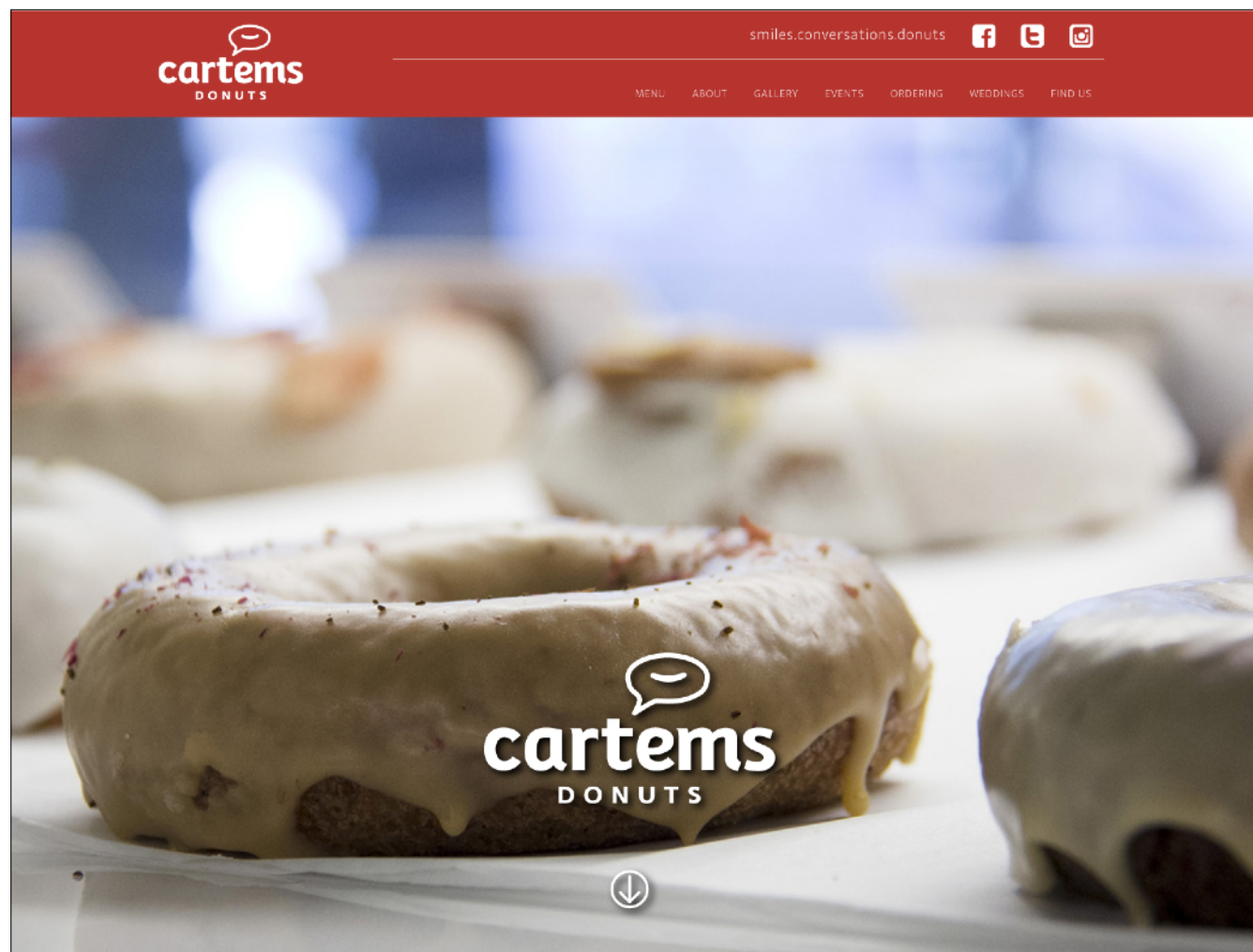
Touchpoint #2

Résumé Linkedin

Think of this as your second contact with a potential employer. Touchpoint #2.

You don't have to have a LinkedIn presence at this point. It is something we will cover in 3rd-year in IDES320. If you do want to have a presence there, make sure it is as comprehensive as your CV and consistent with it.

So if your CV is as convincing as that storefront now you're at? OUT OF TEN



Now you're curious enough to check them out their website.

It give you a much better idea of what you can expect from them.

What kind of people they are. Why their product is different from the average donut.

Assuming you like what you see, how interested are you in going there? OUT OF TEN?

Touchpoint #3

PDF/online Portfolio

Your third touchpoint with a potential employer probably isn't a personal website at this stage because most of you don't have one.

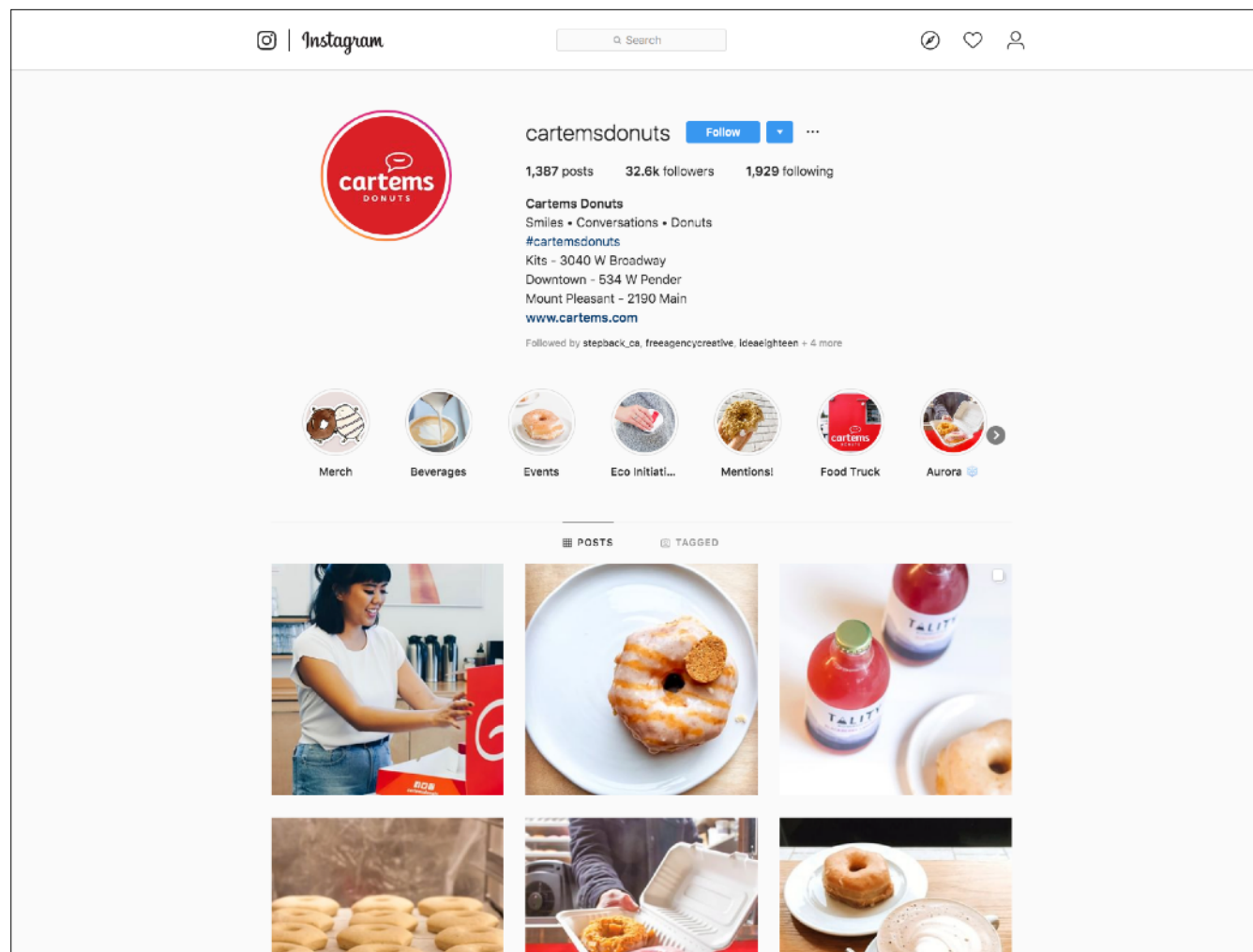
You are probably sending them a PDF of work, or a link to your Behance or Dribbble along with your résumé,

Your résumé and your work do different jobs in building confidence in you.

It is not essential to have an online portfolio presence to get an internship.

Assuming the employer likes what they see, how interested are they now in meeting you?

OUT OF TEN



Now you've decided you're definitely curious about why Cartems are so special and you saw on the website that they have a SM presence, so you go to their Instagram feed.

It gives you a much better idea of their personality. What kind of people they are. Why they're different from the average donut shop.

Assuming you like what you see, how interested are you in going there now?

OUT OF TEN

Touchpoint #4

Social Media

Think of SM as your 4th touchpoint with a potential employer.

It gives them a better idea of your personality. What kind of person you are. What you like to do. How you see the world. This is an aspect we call FIT. **FIT is the x-factor** that once you've met an employer's base competency requirements swings your chance of getting hired. Fit is something you can't fake because it's intangible.

Assuming they like your online presence, how interested are they now in meeting you?


OUT OF TEN

Best Donuts in Vancouver

VCC Salon & Spa Providing sought-after treatments at a fraction of the cost. Get 10% off here


BEST DONUTS IN VANCOUVER

BY LINDSAY WILLIAM ROSS | 6:05 AM PST, TUE MAY 6, 2014 | [SPEAK UP](#)



No longer merely the sugary baked breakfast-time treat, the donut (or doughnut, if you will) has of late become elevated to gourmet goodie status. All the cops in the donut shop may still say "way oh" about coffee's beloved sidekick, but here in Vancouver the old fashioned donut has some fancy new friends. It's okay though, there's room enough for all kinds in our city's bakery box. Here are our picks for the Best Donuts in Vancouver.

Cartems Donuterie



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Like
131
Tweet
9
+1
SoundCloud
Reddit
26
23
Fluxus
5
Buffer

6.7K SHARES

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Independent

So now you're pretty certain you're salivating for a Cartems. But you're curious what other folks think about them. So you go online to look for reviews. If there are some great reviews, how is your curiosity now **out of ten**?

What can you do to get reviews of your competency as a creative?

Touchpoint #5

Public Recognition

Public Recognition is your 5th touchpoint.

What do I mean by Public Recognition?

Awards

Reviews on LinkedIn (not endorsements)

Not having won awards, or not having endorsements doesn't mean you won't get an internship.

This is just a good reminder to do whatever you can to boost your rating.

If there is some public recognition of your skills, how much will that increase their interest in meeting you?

OUT OF TEN

Hopefully you're 10/10 now and the employer really wants to meet you.



And so now that Cartems nailed all 5 touchpoints you go there and you really hope it will live up to your expectations.
If it does, what are you likely to do?

Touchpoint #6

Interview

Landing a meeting is your final touchpoint.

What needs to happen at this meeting for you to be successful?

It's pretty simple, you just need to live up to the hype.



But sometimes even when a brand lives up to the hype, it's not for you.

Everything about it might be exactly as advertised, but you didn't feel it.

Maybe it turns out that you're just a Timmies kinda person.

Maybe you like the reality check of standing in line behind the homeless guy.

Maybe you loved Cartems, but you just don't want to spend that kind of money on donuts.

What is that intangible feeling?

FIT

The X-Factor

Fit is really important and employers take it really seriously these days. Our industry in particular has realized how important company culture is to employee retention and doing good work.

How do you make sure you're a fit for the companies you've applied to?

Step 1.
Know who you are.

That circles back to Step 1. Knowing who you are. And we are going to start working on that in a few minutes.

Step 2.

Know how to prove it.

But before we do let's recap
Step 2. Know how to prove it.

What are your 5 touchpoints that will help get you an interviews?

Networking, CV, Portfolio, SM, Awards/Recognition

I want to reiterate before we go on that you don't have to nail all 5 touchpoints.

And if you get very lucky, you might meet someone at an event, or even send a single email to someone and they'll just say, sure come on in for a chat.
There are no rules about how this works.

It's a gamble. And you just want the odds to be as much in your favour as you can.

Step 3.

Know where you belong.

So the final step of the process that I'm hoping we can work on today is knowing where you belong.
How do you do that?

You know yourself.
You do your research.



Let's do it!

1. So first we're going to figure out how to get to know yourself.
2. Then we're going to do some work on you're CVs
3. Then we're going to look at good ways to research.
4. Lastly we'll look at some simple portfolio pointers.

Hopefully by the time we're done, you'll be in pretty good shape to work on getting an internship.