

PROFESSIONAL PREPARATION PLAN

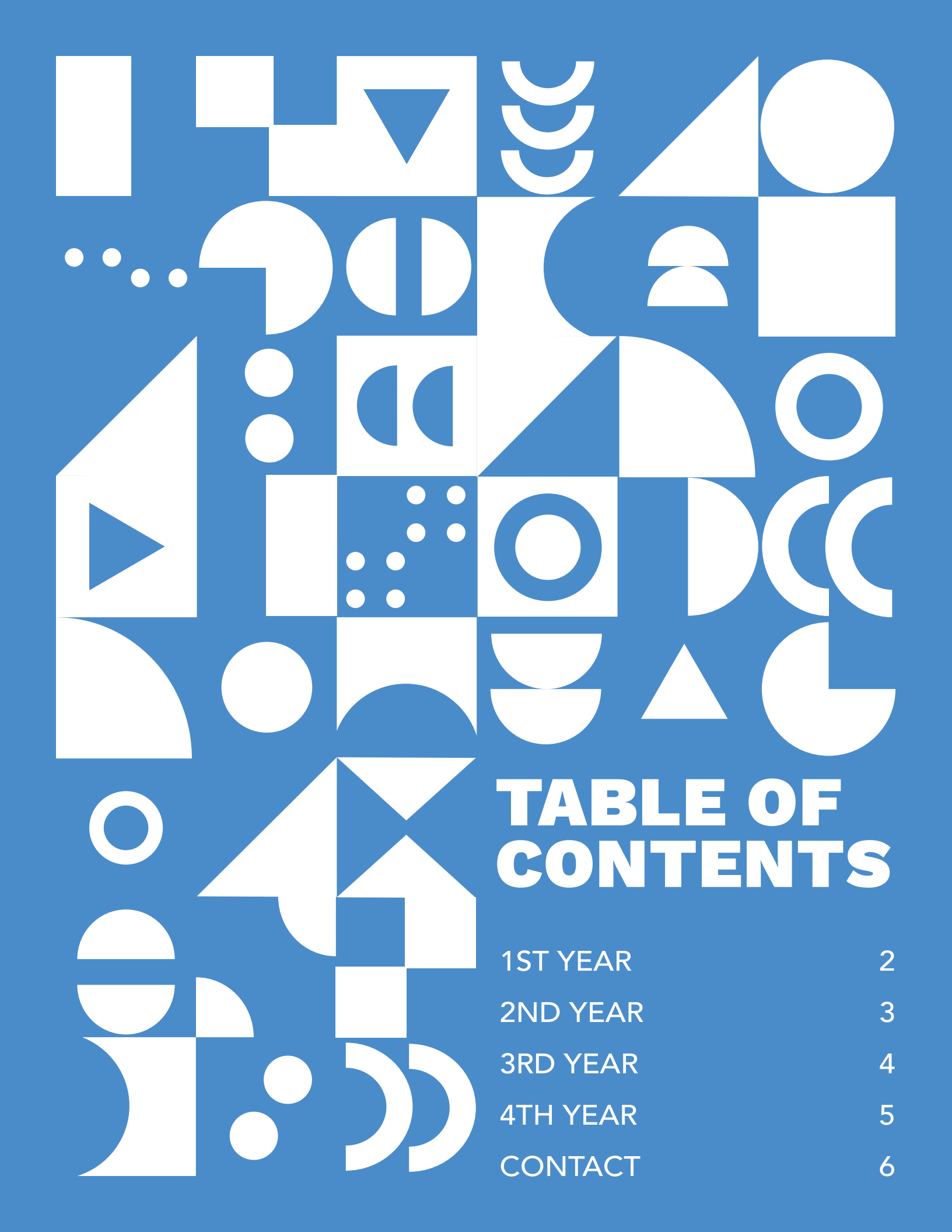
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FIRST YEAR

PROFESSIONAL & CAREER DEVELOPMENT

Explore creative careers and professions that are connected with majors/minors and your interests:

- Communicate/meet with Career Services staff and Advisor to identify your interests, skills, and values
- Review applicable books in the Career Section in the MIAD Library
- Attend MIAD Majors/Minors Information sessions
- Participate in artists and designer talks/lectures
- Research creative professionals and businesses/organizations involved with work that interests you

Start preparing your professional presence:

- Access the Career Services Handshake website and set-up your profile
- Develop, update, or review your resume
- Learn how to professionally document your work and begin to develop your portfolio

Consider pursuing professional experiences and opportunities:

- Become involved with student groups/organizations
- Part-time jobs and other opportunities that support professional skills, especially summer opportunities
- Submit work for exhibitions, scholarships, contests



SOPHOMORE YEAR

PROFESSIONAL & CAREER DEVELOPMENT

Expand your research and investigation of careers and professions of interest:

- Peruse the books in the Career Section of the MIAD Library and check-out/read books specific to careers/professions that you are considering
- Learn the specific types of businesses/organizations that interest you
- Familiarize yourself with MIAD graduates/alumni who are involved with creative professions representing your skills/interests
- Summarize key skills and competencies for your specific professions of interest
- Learn of MIAD minors and elective classes that will enhance your skills for specific professions you want to pursue

Research and identify prospective professional engagement opportunities:

- Develop a list of specific businesses/organizations that support your values, skills, and interests
- Identify and research professional opportunities (internships, jobs, projects, exhibitions), including businesses where MIAD graduates/alumni work
- Utilize the Career Services Handshake website to build your profile and learn about opportunities and businesses
- Frequently visit local galleries, exhibitions, collections, and museums
- Request meetings (virtual and in-person) and/or messaging opportunities with MIAD graduates/alumni and other professionals

Continue the preparation and development of your professional presence:

- Review and update your resume
- Learn about cover/application letters
- Further develop your portfolio that highlights your best work
- Learn about professional interviews

Become involved with professional associations/organizations, activities/ events, and jobs/opportunities:

- Become a member of at least one professional association
 - **CD** – United Adworkers & AIGA: American Institute of Graphic Artists
 - **IL** – Society of Illustrators & AIGA: American Institute of Graphic Artists
 - **PD** – IDSA: Industrial Designers Society of America
 - **IAD** – ASID & IIDA: American Society of Interior Designers & International Interior Design Association
 - **NSP** – MARN: Milwaukee Artists Resource Network
- Join a student organization or apply for a leadership role on campus
- Volunteer in the community
- Pursue part-time jobs and other opportunities (projects, exhibitions)
- If your professional goals include entrepreneurship, begin learning about the types of creative business ownership (self-employment/sole proprietorship, partnerships, limited liability cooperatives (LLC), companies, corporations)



JUNIOR YEAR

PROFESSIONAL & CAREER DEVELOPMENT

Learn about and connect with businesses that interest you:

- Identify and contact specific businesses and organizations regarding professional experience opportunities during the fall, spring, and/or summer
- Establish a working relationship with a few professionals (including alumni and faculty) who can offer periodic guidance and professional advising

Determine if other post-graduate professional development opportunities fit your professional goals:

- Graduate school or other post-graduate education/training
- Artist residencies
- Service organizations
- Fellowships
- Apprenticeships
- International work/travel

Establish/update your online professional identity:

- Develop your profiles on social media
- Professional networking such as LinkedIn
- Portfolio sites such as Behance and Coroflot
- Social networking such as Instagram
- Creating your own website to highlight your work and skills

Be ready for your professional experiences:

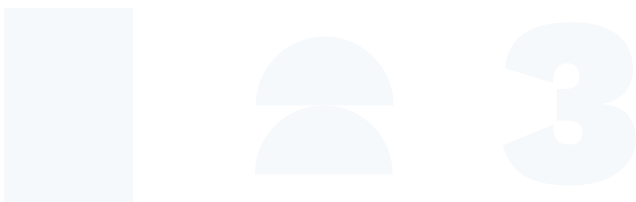
- Finalize resume and example cover letter with the assistance of the LRC and Career Services
- Consult with faculty regarding development of professional samples/portfolio
- Participate in mock interview/portfolio review experiences
- Formulate artist statement and personal narrative or biography

Gain professional experience as an emerging artist and designer:

- Review and update your Handshake profile
- Research prospective employers
- Apply for professional experience opportunities (internships, part-time/temporary professional jobs, co-ops)
- Pursue freelance projects and commissions
- Submit work for exhibition opportunities and/or opportunities to sell work

Set yourself up for professional success:

- In addition to your required classes, determine what elective classes and possible completion of a minor that will enhance your professional skills
- Increase your participation in professional associations, including in-person and virtual seminars, workshops, and networking events
- Set-up accounts and frequently use professional job search websites
- Pinpoint geographic locations to live and work; develop your relocation plan, including cost



SENIOR YEAR

PROFESSIONAL & CAREER DEVELOPMENT

Understand what it means to be a working creative professional:

- Meet with Faculty, your Advisor, and Career Services staff during the fall and spring semesters to discuss your post-graduation plan
- Be knowledgeable and realistic about starting salaries, freelance rates, and pricing work
- If considering self-employment, develop business plan and understand all associated costs

Know your creative process and its connection to art/design professions:

- Fully appreciate and participate in the Senior Exhibition process
- Enhance your communication and networking skills by learning how to discuss your Senior Exhibition with peers and professionals
- Understand how your Senior Exhibition will connect to your independent studio practice after you graduate

Recognize and build your social capital:

- Update and actively maintain your profile on social media
- Ensure your web site features current portfolio work and Senior Exhibition
- Finalize portfolio and resume using feedback from faculty, creative professionals, and Career Services staff
- Promote yourself through your professional network



Engage in your search for post-graduate opportunities:

- Use job search websites every week, apply for posted full-time and part-time professional experiences
- Share portfolio and resume with businesses that interest you . . . even if they do not have job postings
- Identify potential clients and pursue freelance projects and commissions
- Submit work for exhibition opportunities
- Apply to graduate school, residencies/communities, service organizations, fellowships
- Make use of your network that includes professionals, alumni, family, peers, faculty, and staff to learn of opportunities
- Ask MIAD faculty staff and current/former supervisors if you may use them as references

Be aware of and manage plans for:

- Your post-MIAD financial situation; clarify your student loan payment, potential cost of living, and other financial obligations
- Relocation
- Evaluating job offers and potential freelance contracts







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