Graphic Design Portfolio: Mock Interview–(Student Self-Grading Rubric)

Complete this form, use it as notes when you present to class, and hand it in with your work for a final grade.
Craig Kunce

Overview: For this project, you'll particiate in a mock interview with your instructor and a small group of peers. Being interviewed by your instructor will allow you to practice and hone your interviewing skills as you prepare to begin your career. I'll interview you in a casual style, so you get used to answering questions out loud. It will be more like a casual conversation than a stressful interview. The questions you should practice answering are listed below. I've also made a few videos showing you how I would answer some of the most-asked questions in a creative job interview.

Be prepared to explain how your design work uses the list below to deliver your message visually to your audience.

Briefly describe your project:

Message (3–5 words):

Where and how will it be used?

Audience (location, age, interests, lifestyle):

Grading scale design examples: craigkunce.com/student-self-evaluation-forms/	Incomplete	Needs Improvement	Almost Client-Ready	Client-Ready
1. Dress & Conduct Professional, courteous, on-time, business casual attire.	○	○	○	○
2. Adequate Answers Provided adequate answers and anecdotes for employer to evaluate you.	○	○	○	○
3. Voice Clear speaking voice and volume (minimize ums, ahs, pauses, and delays).	○	○	○	○
3. Engaged & Enthusiastic Positive attitude, good eye contact, and posture.	○	○	○	○
4. Asked Follow-up Questions You asked several questions at the end to reiterate your interest and engagement.	○	○	○	○

Questions you'll answer for your Mock Interview

Craig Kunce

Remember to address these three areas when talking about your work:

WHAT: Describe the scope of the project, your client, the intended audience, and what your role was.

WHY: Describe your ideas for the project and how they influenced the final piece. Did you design it or storyboard it a certain way so it delivered a specific style or message?

HOW: Describe your technical skills and the process you used to create this project. Software, technology, tutorials, and equipment that you used.

Questions:

1. What project are you most proud of? Talk about the project and why you are so proud of it.

2. How do you stay up-to-date in your field with software, trends, and technology?

3. Talk about your most challenging project and tell me what you learned most from it.

4. Describe an area that you need to improve. Talk about your plan to improve.

5. What are your three most important assets?

6. How do you handle feedback and constructive criticism of your work?