

"If you have ideas and imagery, technique will follow."

—Unknown

Career Services

MACOMB COMMUNITY COLLEGE

FALL 2010

VOLUME 16

NUMBER 3

Design Your Future: Media and Communication Arts

Graphic Designer

Are you an expert in visual communication? Are you creative and disciplined? If you are good at working under pressure, possess good people skills, and have a strong background in art-related areas such as color theory, illustration, design and art history, then a career in Graphic Design may be for you.

What Do Graphic Designers Do?

Graphic Designers have the unique job of taking verbal ideas from a client to create a message or identity, tell a story, or create a particular feeling for products, services, companies, and organizations. Their use of colors, photographs, illustrations, font styles, and other graphics can persuade, inform, and entertain the public. They can work for a large company with a team of individuals; or they can work freelance on a project by project basis.

Most graphic designers rely on a variety of computer programs such as, Adobe Photoshop, Illustrator and InDesign, in their day-to-day cre-

ations of a design project. They may also rely on their artistic talents utilizing pencils and paints.

Initially, graphic designers meet with the client to find out what they are requesting, who their target audience is, the available budget, and the project timeline. Rough drafts are then prepared and presented to the client. Once a draft is approved, the graphic designer brings all the necessary artwork together into a final product. This could be a paper printout, webpage, or any other visual medium.

What Type of Education is Necessary?

Graphic designers can obtain an associate's degree but many employers prefer to hire designers with a bachelor's degree from a 4-year college or an art and design school. Most design programs and employers expect applicants to have strong portfolios of their best art and design work.

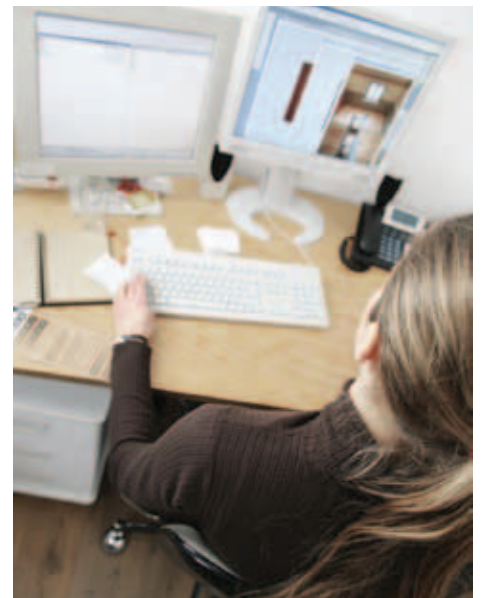
It is strongly suggested that graphic designers also take courses to develop their speaking and writing skills since they must be able to communicate effectively with their clients. They should also consider business classes to assist them with marketing, budgeting and business management.

How Much Do They Make?

Earnings for graphic designers depend on their skill and reputation, the size of the company they work for, and geographic location. If you freelance, income can vary a great deal based on attracting a regular flow of clients and your reputation.

The American Institute of Graphic Arts (AIGA) survey showed graphic designers earning between \$30,000, entry-level, to \$72,000, as a senior designer.

According to the U.S. Department of Labor the earnings for graphic designers in Michigan is between \$31,200 and \$65,500 per year.



What's The Outlook?

The outlook for graphic designers in Michigan is fair. The Michigan Department of Energy, Labor and Economic Growth expects a 10% increase in the number of jobs for graphic designers in Michigan to the year 2016. This is an average of 250 job openings per year.

Sources: careercruising.com and jobprofiles.org

More Information?

American Institute of Graphic Arts (AIGA)
<http://www.aiga.org>

Graphic Artists Guild (GAG)
<http://www.graphicartistsguild.org>

National Association of Schools of Art and Design (NASAD)
<http://nasad.arts-accredit.org>

Occupational Outlook Handbook—Graphic Designers
<http://www.bls.gov/oco/ocos090.htm>

Career Services

LOCATIONS: Center Campus: G-102

South Campus: S-147

HOURS: Monday and Tuesday • 8am–7pm
Wednesday–Friday • 8am–4:30pm

PHONE: 586.445.7321

EMAIL: careerservices@macomb.edu

WEB: www.macomb.edu



Digital Media



Careers in Digital Media

What Is Digital Media?

Digital Media (also called New Media) usually refers to any electronic media that is created and displayed using computer technology. This could include digital audio, digital video, computer games, internet technology, website design, blogs, email, and online networking such as Facebook. It is the convergence of art and technology.

What Kind of Careers Are In the Digital Media Field?

Digital media production professionals work on all kinds of projects, from music videos to computer games. Digital media personnel are responsible for planning, developing, and directing multimedia, graphics, layout, interactive media, animation and digital film projects. They create documentation and training material for products and services and often work as part of a development team.

Some job titles in this field are Digital Artist, Sound Designer, Animator, Digital Video Editor, Digital Audio Technician, Web Designer, and Multimedia Specialist.

Many fields, from computer game development to architecture, forensics, healthcare, education, and special effects, are in need of digital media designers.

What Type of Education Is Required?

Those interested in a career in digital media should have artistic abilities and a technological

aptitude. They must also have excellent listening and communication skills.

Usually, a minimum of an associate's degree in digital media is required for this field. The most common level of education for those working in digital media is a bachelor's degree.

How Much Do They Make?

The national median annual salary for those in the digital media field is \$36,000 for those who are just starting out and \$59,400 for those who have been in the field for a while. In Michigan, in 2008, average annual salaries for multimedia artists ranged from \$15,800–\$79,100.

What's The Outlook?

Digital media production, like other technology-based fields, continues to grow as advances in technology change the way we deal with information and interact with the media. Digital media can provide flexible schedules and often provides work-at-home opportunities.

According to the Michigan Department of Labor and Economic Growth, there are expected to be 50 multimedia artists and animators job openings per year in Michigan through 2016.

Sources:

www.acinet.org, www.careercruising.com,
www.educationcenteronline.org,

Get More Information

Web Style Guide

<http://www.webstyleguide.com>

Web Design Library

<http://www.webdesign.org>

International Game Developers Association

<http://www.igda.org>

Computer Graphics Society

<http://www.cgsociety.org>

Animation World Network

<http://www.awn.com>

Educational Information

Media & Communication Arts (MACA) at Macomb Community College at South Campus

The Media & Communication Arts Program is designed to develop the creative, traditional, digital and multimedia skills required for job entry into a variety of media related industries. It offers a graphic arts curriculum, second to none, with state-of-the-art equipment and the most current versions of a large variety of graphic arts software.

This two-year program which leads to an Associate of Applied Science Degree has seven specialty options:

- 3-D Animation
- Collaborative Media
- Creative Imaging & Illustration
- Design & Layout
- Interactive Web Media
- Photographic Technologies
- Video Production

Students graduating from the program will not only develop a strong foundation in both traditional and digital skills but will also develop a strong set of people skills. Throughout the curriculum students not only work on individual projects but also work with group developing strong communication and teamwork skills.

Program advisors are Professors Matt Busch, Mike Crumb, Ron Hood, Shaun Sarcona, Brian Sauriol, Kris Small, Bill Soule, Jr., and Bill Soule, Sr. For program information call 586.445.7435.

Tips for a Great Résumé

Résumé Ideas for Media and Communication Arts

The résumé is the first portfolio piece that potential employers see, and if they're not impressed, chances are they won't look at the rest of your portfolio. If you're a great designer, you don't want your first impression to be mediocre.

10 Useful Tips for a Great Résumé Design

Excerpts By: *Kat Neville*

1. Make It a Summary

Your résumé needs to tell an employer (at a quick glance) the details most relevant to him or her. This means the whole thing should **fit on one page!** If you're a Web designer, keeping it short and punchy is even more important. Sure, writing for Web is different than writing for print, but by showing your potential employer that you can keep things concise, you are actually showcasing an important Web skill. Besides, you need to leave something to talk about in the interview!

2. Keep It Simple and Understandable

When designing a Curriculum Vitae (CV)*, remember first and foremost that you are a designer, but don't go overboard. Many people over-design their résumé. It's a chronic problem: they'll add so many fancy bits that the actual content gets lost. Most design jobs are all about your ability to organize content, so simplify, simplify, simplify!

3. Leave Some Details Out

Some people include their entire life history and every personal detail on their résumé. Your job as a clerk at the corner store 10 years ago won't ever get you a job in Web design. Mentioning it only takes focus away from your relevant work experience. Keep your marital status, age and grades off, too.

4. Make It Perfect

You are a professional, so attention to detail is critical. Everything on your CV should line up, every pixel should be absolutely perfect. And even though the job is not to be a writer, a large proportion of employers throw away résumés with spelling or grammatical mistakes in them. By making it perfect, you are showing potential employers that you aren't sloppy and that you will **care about every detail of their projects.** Get 10 people who can spell to look it over. Just do it.

5. Use a Grid

Over and over, Web designers scream about "the grid." Why is the grid so important for a Web designer's résumé? If you're applying for a design job, the employer will most likely have

an understanding of grids and baseline grids. "If you're not using a grid, you run the risk of giving the impression that you don't have an understanding of basic design principles," Olliekav warns us. For those employers with no design background, grids make your résumé look cleaner and more organized.

6. Make It Printable

When working on designs for websites, you are allowed to have dark, moody and texture-heavy backgrounds. They look fantastic on your browser, but they are simply inappropriate for résumés. Most CVs are printed out and given to hiring managers in batches, but not everyone has a photo-quality color printer; and, without contrast, your background-heavy résumé will become illegible.

So make sure your résumé:

1. Matches the paper size for your country (letter size for the US and A4 for the UK, for example), so that employers don't have to make any adjustments before printing,
2. Has a white background,
3. Looks okay in black and white,
4. Will print well at 300 dpi. The best way to avoid a pixelated result is to create a PDF with embedded fonts.

7. Link to Your Online Projects

Displaying URLs for your projects is crucial. If the employer will be viewing the résumé as a PDF, link the URLs back to your portfolio (using anchors if it is very long) or the projects themselves.

Once your résumé is printed out, it should serve as a quick reference for potential employers to check out your projects. So, spell out the URLs alongside your project descriptions. You don't

need the *http://www* at the beginning of each URL, though.

8. Don't Use a Template

A little inspiration here and there never hurt anyone. But imagine you submitted a résumé and it was the exact same as someone else's? Gosh, would your face be red. If you are a Web designer, you probably wouldn't want to use a template for your portfolio website either. Take some time and think about the impression you want to make: I bet it isn't that you can enter data into a template.

9. Update it often

Résumés are an often neglected aspect of a web designer's portfolio. Make sure you update it every time you update your portfolio and make it accessible from your portfolio.

10. Show Your Personality

You are a designer, so I hope you have your own style. If the job you're applying for requires a lot of creative thinking, the employer wants to know you're not a pixel pusher or a drone. Let them know you have personality, a sense of humor and a sense of style.

The résumé is an oft-neglected piece of the Web designer's portfolio. Make sure you update yours every time you update your portfolio, and make it accessible from your portfolio.

* A *curriculum vitae*, also called a CV, is a written description of your work experience, educational background, and skills. It is more detailed than a resume and is commonly used by those looking for work outside the U.S. or someone looking for an academic job, i.e. in a college or university.

Source: <http://www.smashingmagazine.com/2009/04/01/10-handly-tips-for-web-design-cvs-and-resumes/>





What Is a Digital Portfolio?

By Nina Makofsky, eHow Contributing Writer

Digital portfolios provide a distillation of an individual's best work, typically generated over a year or a longer period of time. Most digital portfolios contain a broad range of information to properly capture the person's versatility. Information in digital portfolios may also be in a variety of media, such as text, photographs, illustrations, diagrams, web material, audio files, spreadsheets and PowerPoint presentations.

Types



There are several types of digital portfolios. One of the primary uses for digital portfolios is in the realm of education, where the digitized information is used as a means of authentic assessment.

These may represent the culmination of a specific project, or they may be a requirement for an undergraduate or graduate degree, containing key information from the student's academic career. Digital portfolios are common tools for professional artists such as photographers, illustrators and graphic artists, complementing the traditional portfolio used to market their work.

Considerations

In the educational realm, digital portfolios are not always restricted to final projects and polished drafts. In fact, some educators require that students include research notes and rough drafts in a digital portfolio as a means of chronicling the entire process of a project. Other educators want student or teacher evaluations integrated into the portfolio as well, which demands that the instructor enter information into the portfolio or that the student accurately represent a teacher's evaluation.

Potential

There are several markers of what makes an exemplary digital portfolio. For artists, portfolios should represent top work and any key clients or publications. In education, digital portfolios should accurately represent a student's interests, incorporate active learning, be accessible to the school community, comprise a showcase of student work and integrate student reflection on the process.

Benefits

A key benefit of digital portfolios is their versatility. It is easy to update them and keep them current. Users can organize and tailor information toward a specific use, be it to demonstrate mastery of a certain subject or to apply for an

internship or a job. Digital portfolios can be a visually interesting medium for presenting disparate information.

Technology Requirements

There are various software programs to support the creating of digital portfolios. Among the popular choices are Microsoft Word, Microsoft PowerPoint, Macromedia Dreamweaver, Macromedia Flash, HyperStudio and Adobe Acrobat. Other equipment requirements may be digital cameras, scanners and a CD burner.

Warning

Without proper vision and editing, digital portfolios can be a hodgepodge of files and documents that is difficult to navigate. There are a couple strategies that can improve a digital portfolio's readability. You can plan the portfolio by creating a mock-up of the desired final product. You can also write a table of contents or index for sorting disparate documents. Some people include a vision statement to help define the purpose of the digital portfolio.

How to Make a Design Portfolio

Articles reprinted from www.eHow.com

A stellar design portfolio will open doors, answer questions about your abilities and showcase your talents to prospective employers. Students just out of art school can use class projects and more experienced artists will have a variety of client projects to use as examples. Your samples demonstrate your talents, range and skills. A design portfolio is an artist's resume.

- **Determine the type of portfolio you want to make as well as its purpose. For an interview, you will want a hard copy of your resume and perhaps a leave-behind printed piece. For cold calling and an ongoing presence, consider a custom CD or DVD or personal website.**
- **Choose a variety of samples highlighting your very best work. Demonstrate your skills and talents by choosing only remarkable pieces. Make sure your portfolio is well rounded, including a variety of mediums such as composition, drawing, modeling, photography and digital art.**
- **Limit the number of pieces you include. Quality trumps quantity when you only have a short time to showcase your many talents. Include only 15 pieces in your portfolio which requires discernment on your part and demonstrates respect for the client's time on their part.**
- **Show your involvement from concept through execution by including the same piece of artwork through these stages. Exhibit your involvement through the process by revealing each stage of the piece and showing a collaborative effort.**
- **Mat each color copy, photography and art piece onto a heavy sheet of black cardstock or on the page of a coiled binder used in a**

portfolio folder. Attach the piece securely so there is no danger of it falling off or the edges curling.

- **Rearrange your artwork included based on the job description or duties. A portfolio should be able to be updated, changed and modified easily.**
- **Upload several of your art pieces onto a unique website, preferably with your first and last name as the domain address. Create thumbnails of your best pieces with the option to click for a closer view. You can include more pieces on a webpage because the viewer can pick and choose which thumbnails he wants to click.**
- **Create DVD or CD to display artwork that you can mail with a cover letter, send in a direct mail package or leave behind after an interview. Make sure to label both the sleeve and CD with a nicely designed label that includes your name, address, phone number and email address.**
- **Perfect your portfolio by making sure the artwork is presented in the best way possible. If you are showcasing a sculpture, create a single sheet that shows the sculpture from several angles.**

Tips & Warnings

- **Customize your portfolio for each interview by selecting specific pieces related to the job you are interviewing for and including them in your portfolio.**
- **Be cautious when using free hosting websites which muddly up your design site with ads and pop ups.**
- **Limit use of Flash and special web effects unless you specialize in web and computer art.**

Digital 'Toon Boom

The animation industry offers some grown-up careers using today's sophisticated technology—and your artistic skills.

By Erin Jourdan

Saturday morning cartoons used to only be for kids, but today's animation industry offers a host of grown-up opportunities (even if you still get to watch cartoons!).

With technological advances and more entertainment companies using modeling, rendering, and CGI, animation has become a multi-billion dollar industry. With an animation degree, you can use your creative talents and work in this fun, fast-paced environment.

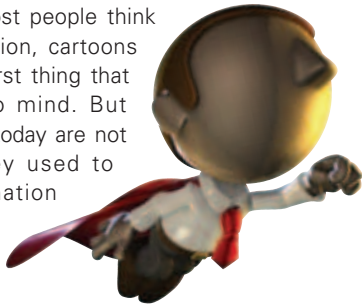
The historical giants of animation, companies such as Warner Brothers (think Bugs Bunny) and The Walt Disney Company (think Mickey Mouse), are now far from the only companies using animation.

Below are some of the types of businesses that are hiring animation students and the kinds of skills you will need to get hired.

Cool TV 'Toons

When most people think of animation, cartoons are the first thing that comes to mind. But cartoons today are not what they used to be. Animation in shows such as *The Simpsons*, *Family Guy*, or shows on the Cartoon Network is weird, wacky, and very adult.

Creating these modern characters and drawing their quirky backgrounds rely on artistic abilities in sketching and drawing, along with training on the proper software. While there are a variety of job responsibilities on shows like these, storyboarding is a good place to start for an entry-level



Butch Hartman

Thursday, October 21st, 7pm

Lorenzo Cultural Center, Clinton Township, MI

Attendance is Free, to pre-register go to lorenzoculturalcenter.com

Anchor Bay High School grad Butch Hartman, creator, director and executive producer of the animated Nickelodeon series "The Fairly OddParents" and "Danny Phantom," shares his perspective on creativity and innovation.

job in a production studio.

By getting a two-year associate's degree in 2-D animation (often linked with studies in illustration) you can learn storyboarding skills and Photoshop while creating a portfolio that can make you eligible for these entry-level jobs.

With a four-year bachelor's of science in media arts or animation from an accredited institution, you can take a few more steps in building your career. You might be able to advance your knowledge of necessary high-end software or also develop some business and management skills to help you further your career in the long term.

Animated Films: Taking it to the 3rd Dimension

Today's animators create models out of pixels and motion-capture graphics rather than simply the older methods of using clay and masks. By using a mixture of CGI (computer generated animation) and real-life models, films such as *Beowulf* and *Polar Express* have the best of both worlds: fantastic special effects with a realistic look.

By completing a 4-year bachelor's degree in animation, you can the hands-on training you need to get hired by a studio or production company. Programs include classes such as Visual Effects, Maya Character Animation, Photoshop Compositing, Stop Motion Animation and much more.

Well-known film companies that hire graduates of accredited animation programs include Pixar and Industrial Light and Magic. Many opportunities can also be found on a "project by project" basis in which a team of animators (both junior and senior) is hired to work on a specific film for a given length of time.

Get Interactive: Video Games

The video game industry alone makes around \$7 billion dollars a year. This industry is comprised of console-based games played on hardware such as Xbox and PlayStation, PC games, and multi-player online games such as the enormously popular *World of Warcraft*.

There are bachelor's programs in animation that focus specifically on the video game industry. Some schools offer programs that incorporate animation training into a larger video game curriculum. These degrees focused on video games are a recent development in response to the enormous growth of the industry. These programs often include a software or programming component. Classes to prime you for a job in video game development might include Game Analysis and Playability, Texture Mapping for Games, and Digital Color Theory.



Advertising: Animation That Sells

Advertising agencies and smaller design firms are always looking to create eye-popping campaigns for their clients. They need animators with skills in web design to create web shorts, animated banner ads, and web sites that create visual excitement with the aim of reaching consumers and differentiating a product in the crowded marketplace.

Many two- and four-year programs in animation add the option of taking classes in web design. Classes such as Web Page Design (which might include training in Dreamweaver or other web design software), Digital Illustration and Layout, and Multimedia: Audio-Video will give you the skills to start your career in the interactive advertising world.

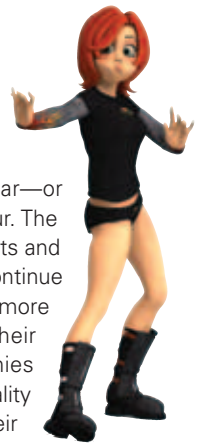
Not-So-Funny Money

The U.S. Department of Labor has reported that the average median salary for animators is \$56,330 a year—or approximately \$27.00 an hour. The demand for multimedia artists and animators is expected to continue to grow as audiences want more realistic visual effects in their entertainment and companies continue to demand high-quality visual effects to promote their products.

With a degree in animation, your office could be a TV studio, major film corporation, commercial post-production facility, or any number of companies that are hiring animators today.

The animation business is all grown up!

Article reprinted from: http://education.yahoo.net/articles/digital_toon_boom.htm



Graphic Design Services: An Industry Report

The US graphic design services industry includes about 16,000 establishments with combined annual revenue of over \$7 billion. No major companies dominate the industry, which is highly fragmented: the 50 largest firms account for less than 20 percent of overall revenue.

Competitive Landscape

Regional economic activity drives demand, because most graphic design firms are small and work locally. The profitability of individual companies depends on accurate bidding, timely delivery of projects, and a steady volume of work. Large companies have advantages in marketing and sales, breadth of services, delivery of complex projects, and supporting ongoing contracts. Small companies can compete effectively by responding quicker, adopting new trends, and specializing by services or markets. The industry is labor-intensive: average annual revenue per employee is less than \$120,000.

Customers and prospects become competitors when they bring design services in-house rather than hire graphic design firms. Freelance designers may be competitors or contract labor.

Products, Operations & Technology

Major industry services are general graphic design, commercial art and illustration, drafting, and photography. General graphic design services comprise 75 percent of industry revenue, and commercial art and illustration, about 15 percent. Some firms also offer other specialized, professional design services and some sell merchandise. The graphic design industry, once known as graphic arts, has evolved from producing only graphical images to providing more extensive design services—to such a degree that the printing industry now uses the moniker “graphic arts.”

Graphic design services result in a wide variety of visual communication products, such as logos, signage, advertisements, book and CD covers, publication layouts, brochures, packaging, websites, new typefaces, and even election ballots. Some leading-edge firms also offer text content. The particular services a firm supplies depend highly on its staff’s skills. Many firms specialize by content, such as corporate or product branding; signage and directional wayfinding systems (“environmental graphics”); or website graphic design. Other firms specialize by industry.

Businesses, institutions, and government agencies hire graphic designers to develop visual designs for printed, video, or multimedia communications. Graphic designers analyze customer needs, research the subject and audience, and plan, design, and create visual messages. Designers and their clients determine the



appropriate types of media for communicating the messages, such as print, film, or electronic media. Graphic designers use a variety of visual elements and methods to convey the message, including color, typeface, illustration, photography, and animation. In addition to the creative and technical aspects of design, leading firms develop overall corporate visual communication strategies.

In developing a project, designers produce sketches by hand or computer. At various stages of the project, the design firm presents work to the clients for feedback and approval. As the project progresses, designers fine-tune the design details. The final version is ready-to-use (“camera-ready”) for client production. Some full-service design firms also provide project management to coordinate the printing and production processes.

Major materials that the industry uses include art supplies, paper, typeface fonts, and stock images. Firms obtain art and paper supplies from distributors or through business accounts at art supply stores, and often favor certain suppliers regardless of location. Typeface fonts are available under license online, as are camera-ready stock images, which include photographs, illustrations, and video clips. Firms subscribe to color forecasting companies to receive information about color trends. Design firms use digital cameras for original photography and computer software for the bulk of design work.

Graphic design firms increasingly rely on technology—computers, cameras, and specialized equipment—to develop and deliver projects. Designers predominantly use Apple Computer’s Mac operating system, due to the visual, easy-to-use interface and special graphics capabilities, such as handling large graphic and video files. Designers use special software to develop graphics and illustrations, layouts, Web pages, animation, and interactive media designs. Software also helps size and change photographs.

Reprinted from: www.hoovers.com

Networking for Success

By Liz Gawel

Networking is defined as “a usually informally inter-connected group or association of persons.” So what does that mean to you and why should you create a network?

Why do I need a network?

Depending on your situation in life networking can be a valuable resource. If you are just starting out in college and not really sure exactly where you are headed, networking is an excellent way to find out what you like (or don’t like) in terms of a potential career choice. You can use connections that you may already have to find job-shadow experiences or mentors who can give you the inside story of their career.

If you are a job-seeker, networking is one of the best ways to find out about opportunities, get recommendations, and land a job.

How do I create a network?

You probably already have some type of network. This could include friends, parent’s friends, students, professors, neighbors, co-workers, or others that you come into contact with on an occasional or regular basis. Start with the people you know and build your network from there. Chances are good that you know someone who knows someone who is in the field you are interested in researching or pursuing.

There are also social and professional networks on the internet. Facebook is a social networking site and LinkedIn is a professional site. You can create accounts in these or similar sites to connect with friends and colleagues.

You can expand your network in many ways; join a club or group at school or in your community, attend professional conferences or workshops, volunteer for an organization, join a discussion group online.

What do I do now that I have a network?

Once you have made connections, it’s important to keep in contact with people. Let people know that you enjoyed meeting them and suggest meeting to share ideas. Find out if you can be of help to any of your contacts. It can be something as simple as helping your neighbor with a simple chore or helping a co-worker with an assignment. Once you show that you are willing to be of service, people are going to be much more likely to help you when you need it. The key to successful networking is building relationships and seeing how you can help or be a resource for others.

Fall 2010 Calendar of Events

AUGUST

- 3 T Career Services Information Session**
Brief tour of the Career Services office, services and resources.
5:30pm-6:00pm South Campus S-147
- 4 W Career Services Information Session**
Brief tour of the Career Services office, services and resources.
11:00am-11:30am Center Campus G-102
- 31 T Get Linked To MacombCareerLink**
Explore jobs that are available on our online job database and learn how to use it to find new employment.
12:00pm-1:00pm. Center Campus P Building

SEPTEMBER

- 8 W Business Networking at the Detroit Economic Club**
Join Career Services at the DEC Luncheon and hear Xerox Corporation CEO, Ursula Burns discuss how she led activities that strengthened the company's business model resulting in a more efficient, competitive and profitable company. This event is open to business majors only and seating is limited so register early!
10:00am-2:30pm. Meeting at South Campus, S-147
- 13-16 M-Th Career Cinema: Last Man On Earth**
Join Career Services for a movie and free popcorn.
South Campus S-147
- 20 M Career Services Information Session**
Brief tour of the Career Services office, services and resources.
5:30pm-6:00pm Center Campus G-102
- 21 T Get Linked To MacombCareerLink**
Explore jobs that are available on our online job database and learn how to use it to find new employment.
12:00pm-1:00pm. South Campus J Building
- 23 Th Career Services Information Session**
Brief tour of the Career Services office, services and resources.
11:00am-11:30am South Campus S-147

OCTOBER

- 1 F Mouse Ears at Macomb**
Interested in an internship at Disney? Come and learn about the Macomb Internship program at this meeting to prepare for the upcoming Disney Information Sessions.
11:00am-1:00pm. Center Campus G-102
- 11-14 M-Th Career Cinema: Plan 9 from Outer Space**
Join Career Services for a movie and free popcorn.
South Campus S-147
- 12 T Get Linked To MacombCareerLink**
Explore jobs that are available on our online job database and learn how to use it to find new employment.
12:00pm-1:00pm. Center Campus C Building
- 19 T Disney College Program Internship Information Session**
Disney representatives will outline the requirements, expectations, and hiring procedures necessary to become a Disney intern. Prior to this information session please attend the October 1st "Mouse Ears at Macomb" meeting.
12:00pm-1:00pm. Center Campus G-102
5:00pm-6:00pm Center Campus G-102

OCTOBER Continued

- 19 T Career Services Information Session**
Brief tour of the Career Services office, services and resources.
5:30pm-6:00pm South Campus S-147
- 20 W Branching Out To Success**
An interactive event featuring an employer panel as well as employer resume critiquing and interview rehearsal.
10:30am-3:00pm. . .South Campus . . . S Building South Lobby
- 27 W Disney College Program Internship Information Session**
Disney representatives will outline the requirements, expectations, and hiring procedures necessary to become a Disney intern. Prior to this information session please attend the October 1st "Mouse Ears at Macomb" meeting.
12:00pm-1:00pm. South Campus S-147
5:00pm-6:00pm South Campus S-147

NOVEMBER

- 1-4 M-Th Career Cinema: The Jackie Robinson Story**
Join Career Services for a movie and free popcorn.
South Campus S-147
- 8 M Star Spangled Success: Finding A Government Job**
Learn about how to find employment in the Local, State, and Federal levels of the government.
5:00pm-8:45pm Center Campus University Center, UC1
- 9 T Holiday Job Applications**
Get an early start on your seasonal employment and pick up a seasonal job application for one of your favorite retail stores.
- 15 M Career Services Information Session**
Brief tour of the Career Services office, services and resources.
5:30pm-6:00pm Center Campus G-102
- 16 T Meet, Greet & Repeat: How To Network**
Learn about effective personal and professional networking techniques and their importance in your job search.
5:00pm-8:00pm Center Campus. University Center, UC1
- 17 W Get Linked To MacombCareerLink**
Explore jobs that are available on our online job database and learn how to use it to find new employment.
12:00pm-1:00pm. South Campus K Building
- 18 Th Career Services Information Session**
Brief tour of the Career Services office, services and resources.
11:00am-11:30am South Campus S-147

DECEMBER

- 6-9 M-Th Career Cinema: Scrooge**
Join Career Services for a movie and free popcorn.
South Campus S-147
- 7 T Career Services Information Session**
Brief tour of the Career Services office, services and resources.
5:30pm-6:00pm South Campus S-147
- 8 W Career Services Information Session**
Brief tour of the Career Services office, services and resources.
11:00am-11:30am Center Campus G-102

Early registration is preferred by contacting Career Services

CAREER SERVICES
connect • work • grow

South Campus S-147
Center Campus G-102
586.445.7321

careerservices@macomb.edu
www.macomb.edu



WORDSEARCH

Media & Communication Arts

B	L	L	I	C	C	C	B	B	R	T	P	G	P	B
C	A	S	W	O	Q	R	L	P	U	M	I	N	O	H
O	U	K	K	M	N	L	E	O	M	L	Q	I	H	G
N	S	L	B	M	J	G	Y	A	L	W	L	S	S	X
C	I	M	V	U	P	A	I	U	T	M	B	I	O	M
E	V	D	T	N	L	W	S	S	N	I	X	T	T	A
P	Z	O	H	I	X	T	E	W	E	G	V	R	O	N
T	Z	M	T	C	R	K	A	Z	O	D	K	E	H	I
S	R	E	V	A	E	W	M	A	E	R	D	V	P	M
H	T	O	T	T	M	U	L	T	I	M	E	D	I	A
M	Z	I	D	I	L	A	T	I	G	I	D	A	K	T
B	O	Y	E	O	G	R	A	P	H	I	C	S	N	I
N	G	A	L	N	U	T	A	A	L	B	R	T	J	O
O	I	L	O	F	T	R	O	P	T	D	X	P	H	N
G	T	V	S	V	P	O	Y	H	F	E	B	I	E	L

- ADVERTISING
- ANIMATION
- COMMUNICATION
- CONCEPTS
- CREATIVE
- DESIGN
- DIGITAL
- DREAMWEAVER
- GRAPHICS
- ILLUSTRATION
- LAYOUT
- MULTIMEDIA
- PHOTOSHOP
- PORTFOLIO
- VISUAL

Career Services offers:

- Online career research
- Career books, magazines, and multimedia resources
- College information and catalogs
- Annual job fair
- Current job listings posted daily by tri-county employers on the MacombCareerLink job database
- Resume and cover letter assistance
- Interview preparation

Visit us on the web! www.macomb.edu
 South Campus, S-147 • Center Campus, G-102
 Phone: 586.445.7321 • Email: careerservices@macomb.edu

Counseling & Academic Advising Services offers:

- Career testing and exploration
- Career decision making assistance
- Academic advising
- Transfer information
- Resource referral
- College success consultations

South Campus, H-316 • 586.445.7211
 Center Campus, G-132 • 586.286.2228
www.macomb.edu

The Fall 2010 edition of the Career Services News was compiled and edited by Liz Gawel, Tony Sakich and Linda Stowe.

MACOMB COMMUNITY COLLEGE BOARD OF TRUSTEES

Nancy Falcone, Chairperson; Roseanne DiMaria, Vice Chairperson;
 Connie Bolanowski, Secretary; James F. Kelly, Treasurer;
 Christine Bonkowski, Trustee; Frank DeSantis, Trustee; Joseph DeSantis, Trustee
 James Jacobs, Ph.D., College President