



INTERVIEW QUESTIONS FOR GRAPHIC DESIGN & VISUAL COMMUNICATION

When preparing for an interview as a media major (Graphic Design, Digital Media, Creative Emergent Media, and Streaming Media) be ready to talk about your portfolio. These interviews often differ from a traditional business or technology interview in that the employer wants to see what you can produce and if your aesthetic matches the company's. Practice answering questions by referring to certain works or pieces that you have done.

Preparation:

Research your employer thoroughly, refine your resume, select appropriate attire, create a list of questions to ask the employer, and get a good night's sleep. Also be sure to familiarize yourself with the interview's location.

Practice:

Set up a mock interview with the Career Collaborative, a friend, family member, or colleague. Rehearsing your responses is a great way to boost your confidence and craft how you communicate your experiences. Remember to research the company and tailor your responses to show how your talents and personality match the position. Practice avoiding words such as "uh," "um," "you know," and "like," and bad body language habits of twirling hair, tapping a foot, or drumming fingers.

Presentation:

When answering questions, remember the "3 P's":

- **Ponder:** take a moment to reflect on why the employer has asked a question. This will help you frame your response and speak to the skill set, value, or ability being measured.
- **Prove:** if you say that you have developed excellent organizational skills, give specific examples of situations where you demonstrated a high level of organization.
- **Project:** always be genuine and confident in responding to questions, asking questions, and meeting new people during the interview.

Post-Interview:

Collect your interviewers' business cards so you can follow up with a thank-you card or email. After you leave the premises, take notes on everything you can remember and use the experience to further develop your interview techniques. Check back two weeks afterward unless you hear back sooner or are given different instructions.

Common Interview Questions to Expect

- Tell us a little about yourself.
- Why are you interested in this position?
- What do you know about this organization?
- What do you consider your greatest strengths and weaknesses?



- How do you anticipate using the skills/knowledge you've acquired in your internship(s) and classes?
- Talk about a time when you were not able to build a successful relationship with a difficult person.
- Describe how your position in a group project contributed to your team's goals.
- Are you a "big-picture" person or a "detail-oriented" person? Give an example.
- Describe a time when you had to take a risk at work. What was the outcome?
- What would former coworkers/professors/supervisors say about you if we called them?
- Describe the work environment that you thrive in.
- How does your previous experience relate to the job we have open?
- How did you get along with your last supervisor?
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Interview Questions Specific to Graphic Design and Visual Communication

- Why did you decide that graphic design/art was the career for you?
- What characterizes a good designer in your eyes?
- What kind of design projects are you most interested in?
- What programs/software are you familiar with? Which programs would you like to learn?
- What do you consider your most successful project to date? Why?
- How well do you take criticism?
- What is your creative process?
- What are some of the important trends you see in the industry today?
- Talk about a time when you worked for a client. What was the process like? What would you have done differently in hindsight?

Interview Questions Specific to Your Portfolio

- What was the objective of this piece?
- What was your role in developing this collaborative piece?
- How much time did it take to execute this project?
- Did you come up with this concept or was it a collaborative process?
- Why did you choose this image (or binding, or color palette)?
- What design challenges did you encounter? How did you resolve them?
- What results did this piece achieve?
- What was the client's feedback?
- What people, processes, and/or budgets did you manage when you did this project?



Asking Questions

So many people are concerned with making a good impression during a job interview that they forget it's a two-way street. You're there not only to market yourself, but to find out if the job and company are right for you. At the end of your interview, the interviewer will expect you to ask questions. Here are some options:

- What's an average day like?
- How would you describe the culture here?
- What qualities are you looking for in the person who fills this position?
- What is the next step in the hiring process? Or, when might you make a hiring decision?
- What tools/applications/languages do you use?
- What are the biggest opportunities and challenges facing the company or department right now?
- What typical projects or tasks do employees/student interns work on?
- What makes an employee/student intern successful? What traits are best suited for your company?
- How do the various members of the team work together? Who is the team leader?
- How would successful performance in this position be measured?
- Is there much turn-over in your company?
- What's your preferred management style?
- Do entry-level employees get to travel for work? Is that a perk or do they cover their own expenses?
- What makes new college graduates attractive?
- Are there opportunities for professional development?