

Neb Zewdie

Digital Writing

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**The Formal Report of Neb Zewdie**

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## Executive Summary

When going online we can't help but recognize the amount of sites and accounts we activate. What we forget to acknowledge is that people (for the most part) can see exactly what we post and that they are permanent even if we "delete" whatever it is we don't want to be seen. Several sites pop up as I type in my name, Neb Zewdie. Some of these sites for example are Facebook, Twitter, online high school sports sites, and different WordPress blogs.

In the future I look to filter out what I can of these small sites that could possibly be the reason I don't get a job and make emphasis on the sites that can benefit my career as a Graphic Designer. Starting by building blogs and websites that promote my work and allow business to get a glimpse of my abilities. Businesses are very selective, specially with Graphic Designers, so if you don't have exactly what they need then they don't mind not hiring you and finding someone better. If I was hiring I'd be the exact same way, I would do anything in my power to make sure my business is running smoothly and that includes selecting the right people for the job.

At the moment, my online identity is very broad. It has a sense of creativity and an open mind. At the same time it can give off the impression that I am reckless and opinionated which can work to either benefit me or hurt me. For the future I will definitely focus on showing more of my creativity through blogs and social networking sites to allow my fan base to grow and businesses to choose me through the work that they have seen online and my personality implied on the sites.

## **The Future Professional Neb**

As the years go by I contemplate what I would really like to do with my future. With my college career coming to a close in a few years I must prepare myself with choices for my career path. When I grow up I want to become a graphic designer that focuses on designing albums covers, magazine covers, and posters. I think I would definitely enjoy this field because it involves two areas that I love working with and that's art and technology. Also, graphic designers get paid well and it can be hard finding a good paying job in the art field.

What employers seek in graphic designers is simple; a creative mind and a way of strategically implementing the business' product. Threespot is an independent digital engagement agency and is in need of Graphic Designers. Some important things to know when applying to Threespot, they require all possible future employees to have their BFA or higher in Graphic Design and 1-2 professional years in the field. Also, one business that seems to peak my interest is Schubert Communications. They require designers to have 3-5 years of experience at a marketing or design agency, can easily work with the Adobe Creative Suite, and a passion for creating designs. Another business that's different from the others is FastSigns, which are looking to maintain their fast pace environment with designers. Although they are not looking for freelance artists, I seem to still be interested in following directions for a certain design.

Great examples of people who have done a great job creating professional online identities are people like Mig Reyes who is a designer at 37signals. His

previous job was being an instructor at The Chicago Portfolio School for 2 years, and at the same time he was working as a interactive designer for Threadless, a clothing line based in Chicago. He specializes in design, brevity, and making lists but is not limited to these criteria. Another designer that I looked into that has years of experience is Shel Perkins the President at Shel Perkins & Associates. He is a Graphic Designer, Management Consultant and an educator with experience in managing the operations at leading design firms for twenty plus years. He writes the Professional Practice column in STEP magazine and the Design Firm management section for Graphics.com, he also wrote a book called Talent Isn't Enough. Lastly, another great professional in the field of graphic design is Hilary Ashworth who is the Executive Director at Association of Registered Graphic Designers. She has been working as the executive director since April of 1999, which would make it 13 years and 9 months giving her the experience of a decade in her belt. Before working there she worked at Designs Exchange as the Communications Coordinator for about 5 years. Her range of skills varies from advertisement to strategic planning to program development and so on.

In this graphic design position many people are looking for the experience, because the more experience you have the easier it is for the employer to know and trust what it is your doing. It also makes you easy to work with when they want collaborate or share their ideas with you while your designing. Therefore if I were in the position to hire designers I would first look into their experience. They should at least have 1-2 years of experience, 3-4 if I were to be hiring for a larger corporation. Second, but just as important, would have to be their education. Without an

education anyone off the street can be hired. Also, it shows a lot discipline and determination to further ones education and grow in knowledge with a degree to prove it.

Their portfolio is another key factor when determining who will be hired and will not be hired. The portfolio shows your best work and shows to the person hiring you that you know what your doing. It is a window for the employer to see what you have done and get a glimpse of your abilities for the future. When hiring I would also be looking into their personality. A personality can tell you a lot about a person's character. Also, you can also get a feel of his or hers creativity by the way react to or explain certain situations. You also wouldn't want someone to dull the environment, especially one that needs innovative and open minds. Another important part of the selection process would be what amount of skills could this possible future employee provide for us. A broad range of vast skills can offer more opportunities for a business and hiring less people is a perfect example of one of them. Lastly, the way this person is dressed can say a lot about their designs as well as the impression they are trying to make on me, I wouldn't want to interview someone that didn't dress up to part and gives off the impression that they don't want to be there.

Being that I played a lot of sports back in high school and that I like to be involved in social networking sites, I tend to be all over search engines when my name is typed up. Neb Zewdie is not a common name so I could be on 2-3 pages without anyone else with me with a similar name. The first main site that showed up was my Instagram page, an online site that you can go to if you want to view photos taken on the phones of your friends and posted on the app through their phone. The next sites would be my Twitter account that I enjoy using daily but need to put on private eventually. Then there is my MySpace profile that I haven't deleted yet. Before Facebook, MySpace was my source for social networking and I spent a lot of time on it. The next couple sites are my sports profiles including my Fork Union Military Academy Football page.

After using Google, I used a different site to search my name called Bing, which is the next most popular search engine next to Google. Surprisingly the first thing that shows up is a twitter account from another person named Neb Zewdie. After that is my MySpace account again and then there's my Track and Field profile where all my stats from high school are placed on this website. Next would be my Facebook account which surprises me because I would think it would be number one on the search engines.

Right now I feel that my online identity is appropriate for the life of a college student but I need to realize that college life is way to close to the real world to have a bad impression of me displayed in public. My online identity is not exactly where I would like it to be at the moment. Although there are some good sites and accounts

that I have like my WordPress blog and my LinkedIn account but at the same time, there are still social networking sites that aren't private and not enough Graphic Design sites with my name there. Even though some of the photos on my Instagram are not as professional as I would like it to be, it does demonstrate the characteristics of a designer by the photos with different filters and also on my Facebook site you can look through my artwork and different designs I made in my classes.



## Conclusion

Overall, the impression I give out from my online identities is a fun, outgoing, and creative person with some intention of going into the Graphic Design business but nothing to show, at least online anyways. I also seem to give the notion that I don't really care who sees me online and what it is I am doing whether its wrong or right. One of my strengths I would like to build on is my creativity. I can incorporate them into my websites and blogs to demonstrate my abilities as an artist and designer. Another one of my strengths is that I am very outgoing, which allows me to be social in most situations. I can use my outgoing abilities to network throughout the Internet and easily find different job openings and what not. A weakness that I have when it comes to having an online identity would probably be my unprofessional use of social media that could definitely jeopardize my future career with my posts and maybe even some pictures. I will eventually filter all of my social networking sites delete certain things that do not need to be public, make certain sites private and maybe delete some of my accounts to a few sites. Another weakness of mine is probably not focusing clearly on my professional online identity, I have done a good job of creating a social online identity but eventually it will need to be turned down a notch to make way for the professionalism in my future. I must take the time and effort I put into social networking and start using it to find a job and benefit my career.

## Appendix

1. <http://followgram.me/nebbieneb/follower/>
2. <https://twitter.com/nebbieneb>
3. <http://www.myspace.com/n3btweezy>
4. <http://www.maxpreps.com/athletes/grgcr09oUEmxlzeDDoQWxg/football-fall-09/profile-neb-zewdie.htm>
5. <http://www.maxpreps.com/athletes/z2pNobwbJUen-uGOgyJqg/lacrosse-spring-09/profile-neb-zewdie.htm>
6. <http://www.athletic.net/TrackAndField/Athlete.aspx?AID=1749146>
7. <http://www.facebook.com/neb.zewdie.9>

1. Created a title page
2. Table of Contents
3. Added page numbers
4. Put in a border
5. The Future Neb
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8. Added 2 Appendices