

An example of a covering letter from an applicant with an HND

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Dear Mr Smith,

RE: **Artworker 2234**

With regards to the above mentioned vacancy advertised in this week's *Design Weekly*, I attach my CV and PDF samples as requested.

Studying an HND in Graphic Design has equipped me with excellent Mac skills, as well as Illustrator, Photoshop, Quark Xpress and InDesign. Working with full design briefs has given me industrial experience of artworking from start to finish and involved me working to tight deadlines within a team.

As my samples indicate, I am an experienced artworker, who can work confidently and accurately with a variety of design formats. As illustrated in the PDF samples attached, one of my particular design briefs involved me designing an anti-smoking postcard as a form of ambient media. The brief was designed for competition entry at HND level and I successfully won and gained a three month internship with Media Productions Ltd.

Working for Media Productions Ltd has not only increased my knowledge of the advertising industry but refined my employability skills. I am a strong team player who understands the importance of good communication and time management skills when liaising with various colleagues on a day to day basis. Working with a range of agencies and clients has also honed my business acumen, which I believe supports my application.

Working on various projects highlights my ability to constantly prioritise and work according to specifications. Assisting with various briefs ranging from packaging design to brand identity within my internship has enabled me to develop excellent project management skills and cultivate my ideas and artwork. I was particularly responsible for assisting the team create a range of lunch boxes for Asda which involved artworking through to final print.

My artwork and HND qualification demonstrate I have an established working portfolio, which with a majority of distinctions, enabled me to achieve an overall distinction. With a good eye for detail and accuracy, I believe my experience and samples reflect that I am a highly motivated, resourceful and friendly individual who has the appropriate skills and expertise to bring to this position.

I look forward to hearing from you soon.

Yours sincerely

John Brown