

Resume Evaluation

Is it paragraph or bullet style and not both?

Are the logical groupings visible as groupings?

Is it a great solution to a design problem?

Does it have comfortable margins and some white space?

Do the graphics overpower the content?

Does it have a good objective statement that actually communicates something about your real skills? Or is it too fluffy?

Not bad: "I enjoy working under pressure, the challenge of deadlines, and the satisfaction of happy clients."

Does it use reverse chronological order?

What are the keywords for this type of position? Are they included?

Is parallel form used for all the elements in all the lists?

Does it reference general skills such as organization and communication?

Does it use action verbs everywhere? Does the "I" word show up too often?

Does it avoid non-specific phrases such as "worked on"?

Does it avoid references to "school projects"?

Are all sentences complete sentences?

Is every word spelled correctly?

Is there an absolutely dependable way to get hold of the job seeker?

Cover Letter Evaluation

Does it state why the letter is being sent?

Does it state why the sender is interested in this particular company?

Does it use action verbs everywhere possible?

Are all sentences complete sentences?

Are there any run-on sentences, with two ideas, that should be two sentences?

Is every word spelled correctly?

Are words like *too to two* and *their there*, used correctly?

Leave-Behind Portfolio Design Evaluation

Is there a cover page that introduces the job seeker? (Why this portfolio is in your hands)

Is there an absolutely dependable way to get hold of the job seeker?

Are there captions that explain the goal of each included piece?

Not bad: "I included this particular brochure because it shows a design for (a specific audience), and emphasizes a positive message about an area of concern for them."

Is there a clear and unified style? How is it unified?

Is the design flexible enough to handle the types of projects it might eventually show?

Will its size accommodate the size of the projects that will be in it?