

**Task:** Write a personal creed report and describe your professional goals.

**Topic:** Personal Creed Report

**Type:** Personal Creed Report

**Length:** 12 pages

**Formatting:** APA

**Requirements:** Write summary of your career experience and future forecast.

Advertising

Student's Name

Name of institution

**About me:****My career goal**

I have three professional goals – a short term, mid-term and long term goal. This reveals how I have effort and self-motivation. My immediate goal is to gain wider experience in the industry, which is why I am very enthusiastic about the job. At some point within the next five years, I would like to advance to technical sales for the company, which my experience will have prepared me for completion. Finally, I would like to be a CEO position, mentoring and training my staff.

**Personal artistic motivation**

I have always had a significant attention in creative designing, ever since learning it briefly during my art course. Since then I've considered creative designing in details through my work in as-level art, and in as-level technology; where I spent several months on relevant projects, and collected a large quantity of structural information. I think my flexibility in generating solutions for proposals of any type, and my articulate way of communicating these alternatives would recommend I would be well designed for the job of an art director. I believe it would be a very exciting profession to engage in and could be very fulfilling for a, diligent, innovative, perceptive individual such as myself. I also think my passion towards the topic would make my transition much easier (Pattis, 24).

During my time at school, I have collected many key skills and have digested significant amounts of information. Out of everything, I had been trained through my high school education, my 'creative' and 'problem solving' abilities were the most significant and had become my biggest resources. The topics I selected to study for my AS-levels assisted further my technological capability within these two areas. While computing and mathematics have

improved my troubleshooting abilities, design, technology, and art have enriched my creative and innovative abilities. From all the guides I've read, the Web sites I view, and the TV programs I watch, I've collected a clear understanding of art and design.

### **How my professional career goal reflects my artistic motivation**

My professional career goals have assisted me to focus on what I want to achieve, how I will continue, and how I will evaluate my improvement. The goals have also reinforced reflective thinking, which allows me to make the significance of my artistic motivation. It works as an indication of all my achievements and the growth that has taken place. It might lead me to think about how much fulfillment I experience when I evaluate my work and see the improvement I have made. I can experience a similar fulfillment as I evaluate my professional career goals. Understanding what I value and desire, along with an evaluation of my pros and cons, makes it possible to set up individual goals. I already have a mix of short-term and long-term goals of any type as indicated above. I often aim towards a particular project, graduate program and professional position. These are often accompanied by other goals such as living, nurturing relationships, volunteering, living a healthy life and growing as an individual (Kestin, Janet, and Nancy 33).

### **My personal creative process**

There are various psychological approaches to understanding the creative process: cognitive, social, developmental, humanistic and educational. As an art director, I will not refer to these psychological processes in talking about my creative process. This is because my description of the creative process verges on the mystical. A subtle art director is one who is susceptible to the motivation discussing here and can be referred to as the unconscious. Various aspects often impel my creative process:

- (1) I have my pre-design rituals; for example, I like to walk
- (2) I crave for silence
- (3) I search for motivation from the muse;
- (4) motivation from nature;
- (5) motivation from others' work of art and design
- (6) I use imagination;
- (7) I search for isolation so I may go into a condition of reverie
- (8) I meditate

In looking at these themes, one could say that art directors seem to be individuals of the dream rather than individuals who knowingly adhere to a given detailed procedure such as that generally prescribed for creative problem solving.

### **A technical problem that I have faced**

While working as an intern, my supervisor asked me to collect one thousand press kits for mailing. I was not certain in what order the press releases and pages should go. My supervisor had already left the office to meet a client. I was afraid of assembling the information in the wrong order, so I tracked his mobile phone number and called him in his car. He explained the order of the documents over the phone. In the end, I succeeded in preventing mistakes that might have cost hours and delayed mailing.

### **My industry:**

### **Job description and responsibilities**

As Art Director, I will be responsible for the development and execution of creative concepts for healthcare/pharmaceutical marketing and interactive solutions. I will be working in a creative environment with various designers, copywriters, content strategists, and interactive

and frontend developers. I must be a person who is passionate about design, and crave working with other smart people to solve design challenges (Veksner 23). Art Directors drive the design of company projects forward—I must be in the trenches, but I also keep my eyes on the overall goal. Moreover, of course, I must have a passion for design—stunning, elegant, forward thinking design. Reporting to the company’s Creative Directors, I will need to collaborate with client services, UX, strategy and tech teams to develop creative concepts and approaches, developing original design concepts as well as overseeing the project design all the way through execution. An Art Director should be ready to present work to executive level client stakeholders and represent Huge at all stages of engagement. The Art Director will provide direction and leadership to designers working on their project teams, scope design phases of projects accurately and efficiently, and attend pitches and industry events as required (Burtenshaw, Nik Mahon, and Caroline 56).

### **Annual income**

The annual salary for someone with the job title of an art director may differ based on a number of factors such as industry, company size, location, years of experience and education level. Recent industry surveys gathered from thousands of HR divisions at companies of all sizes and sectors to present this range of the annual incomes of individuals with the title art director in the U. S. For example, the average predicted annual pay for a typical art director in the US is \$104,819 so 50% of the individuals who perform the job of art directors in the US are required to make at least \$104,819. Another survey by the Bureau of Labor Statistics indicates that the annual salary of an art Director can range between \$100,000-\$150,000. Based on these statistics, I will expect nothing less than \$100,000.

### **Competition for employment**

It is obvious to me that there are various things that graduate students need to do in order to get into positions that fit them and that they can develop into a career. With so many competitors, it is essential to stand out from the crowd. Whether that is through public networking, training, or making the most of interviews, I need to make use of every chance. Knowing someone on the within is essential to me, as a new graduate. I believe that personal contact with senior figures is important to my career development. In terms of networking, I need to do my research. Discover out when and where the big industry events will take place, and check the requirements for attending; while some may only be for experts, many are free and open upon signing up online. Social networking sites such as Tweeter enables me to follow top market figures and companies, and many activities now use hashtags for participants to use. I will look at whose going and figure out whom I want to meet. There is also a chance to get step at the door through contests. Many of the companies in the industry run showcases and contests to discover the newest talent, with the awards which range from useful kit and devices to money-can't-buy possibilities such as jobs or placements. Even if these strategies fail, the exposure can be incredibly valuable to me, with the chance of feedback through getting my work out to broader viewers. As with public networking activities, it is worth tracking the big industry names and organizations, as they will know or may even be running the top contests (Griffin, W G, and Deborah Morrison 87)

### **Competitive advantage for a job**

I am flexible, enthusiastic and ready to work hard. These qualities differentiates me from other applicants. This will enable me to have an opportunity to work in an industry that is constantly innovating and growing. Today's companies are not just looking for academic qualifications, but individual qualities that can make a real impact on the company, as well as the

economy. In addition to my academic qualification, the three qualities will give me a competitive advantage over other job applicants (Steel 36).

**Required skills:**

- Undergraduate Degree in Fine Artistry or related field or comparable design and management; preferably graduate degree
- At least 4 years working experience dealing with large-scale web sites, advertising and online marketing
- Must demonstrate a thorough knowledge of interactive marketing communications and distribution systems, procedures, and user interface design as well as industry best practices
- Knowledge of graphic basic principles, typography & restrictions of the web; must understand Flash and have the ability to storyboard or convert ideas to designs and create impressive graphic motion solutions
- A strong working knowledge of design, brand development, interactive business and innovative process
- Web and print design capabilities: must know how to work in both press for incorporated campaign
- Capability to lead projects from idea to finalization. Implement best methods in customer interface and interactive design, such as site mapping and image optimization
- Experience with software as illustrator, Adobe photoshop, InDesign & Flash
- Experience with video editing and Adobe AfterEffects required for this position
- Ability to generate evaluative decisions
- Ability to communicate successfully, both in writing and orally

- Ability to manage and coach workers, to consist of planning, showing priority for, and arranging work assignments

**The skills that I have now**

My prior experience and exposure in this field has enabled me acquire most of the aforementioned skills. Sincerely speaking, I have all the above mentioned skills.

**How my skills have been rated so far**

Each of my skills has been rated as belonging to a highly developed art director. These skills are highly rated in the art industry to organize, implement, evaluate and take responsibility for personal outputs. They represent a significant depth of knowledge of design elements, principles and techniques. People with such skills can work in various types of sectors and enterprise.

**Skills that can be improved**

Improve my leadership abilities by developing my training abilities to get the best from my employees. Force myself to delegate more, rather than being the “chief trouble shooter” for employees.

Improve my technical abilities – become quicker and more skilled at creating excellent looking presentations and documents effectively

**Standard contents of a professional portfolio**

Education:

Academy of Art University, MFA in Advertising

San Francisco, United States (2012 – present.)

King Abdulaziz University, Public Relations

Jeddah, Saudi Arabia (2006 – 2009)

Experience:

PR Department is collating and analyzing media coverage,

Saudi Arabian Airlines, 2009-2010

Jeddah, Saudi Arabia .

Designer, King Abdulaziz University Magazine, 2007-2009

Jeddah, Saudi Arabia. I was responsible for the visual layout of the sport section.

Photographer, freelance photography, 2006-present

Jeddah, Saudi Arabia.

Technical skills:

Proficient in: MS Office, Photoshop, Illustrator, InDesign

Flash, After Effects, Adobe Premier.

Languages:

English

### **Networking:**

#### **Magazines that provide coverage of trends in the art field**

- Ad Age
- Adweek

Websites

<http://adland.tv>

<http://www.adpulp.com>

<http://adsoftheworld.com>

#### **Professional associations in the field**

- **adsoftheworld**

- **adland**
  
- **adpulp**
  
- **Advertising association**
  
- **American Association of Advertising Agencies (AAAA)**
  
- **The Greater San Francisco Ad Club**

#### **A staff position:**

#### **The company and the work they produce**

I would like to work in Memac Ogilvy & Mather Dubai. Ogilvy & Mather (ogilvy.com) is one of the biggest marketing communication organizations on the globe. Through its specialized divisions, the organization provides an extensive range of marketing solutions including public relations, advertising, identity, branding, and public affairs among others. With a network of more than 450 units in 120 countries, Ogilvy & Mather provides solutions to roughly 500 of the richest organizations, besides local business owners (Veksner 87). Ogilvy & Mather function as a marketing agency in the Middle East and globally. It also provides interactive media, direct marketing, design and collateral, corporate identity and customer relationship management solutions. The organization was established in 2000 and is based in Dubai, United Arab Emirates.

#### **How this company is different from competitors**

The organization functions as a subsidiary of Ogilvy & Mather Worldwide, Inc. What has always described Ogilvy & Mather Globally is its capability to develop brands. The distinction is that building brands today needs a keen understanding of how new communications

technology, new programs, and brilliant creativeness merge. Ogilvy & Mather have achieved this success, hence earning the required competitive advantage in the highly polarized industry.

**Who are their clients**

Ogilvy & Mather serves all Fortune Global 500 companies including local businesses via its network of over 450 offices in 120 nations.

**How many employees do they have**

Currently, the company has approximately 18,000 employees spread across 120 countries.

**How this differentiation influence my desire to work in the company**

This is a globe where the customer is now in control, customer knowledge is important, and so the diversity and quality of the people are important. Ogilvy & Mather offers this modern perspective and cultural attunement, which are much more important in a globe where there is a new mandate for me as an art director and other employees. That mandate is incorporated communication and response, what the company calls “360 Degree Brand Stewardship”. This implies I will access and use the largest range of resources and techniques to understand, create and improve the connection between a customer and a product.

## References

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Ideas Are Born*. Cincinnati, Ohio: HOW Books, 2010. Internet resource.

Steel, Jon. *Perfect Pitch: The Art of Selling Ideas and Winning New Business*. Hoboken, N.J.:  
Wiley, 2007. Print.

Kestin, Janet, and Nancy Vonk. *Pick Me: Breaking into Advertising and Staying There*.  
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**Overall Impression**

Dude, learn some English before aiming for CEO or art director positions. I hate to ruin your dreams (well, to be perfectly honest, I don't), but no one needs CEOs with English like yours. How do you even plan to work in marketing and media organizations if you make typos and stupid mistakes so often? "How this company is different from competitors..." you wrote it, not me. And it's just a small example. If you at least once read through the text you (supposedly) have written, you will notice a huge number of stylistic, grammatical, syntactical, formatting, and other mistakes. This is not to mention the overall crudeness of your writing. Long story short: man, start taking English language classes, or something, and don't bother yourself with writing big essays unless you reach at least an upper-intermediate level.