

idi Career Study: Term Paper Assignment

Assignment Requirements:

- Select 3 (three) design firms in Southern California you would like to see yourself working at in the next 5 years.
- Research each firm by accessing their websites, checking their ranking in the field of design (OC Business Journal, Top 100 Firms, etc.). List the websites for each firm you are researching so they may be viewed at a later date.
- Write up a detailed analysis of each company identifying their goals and objectives, projects completed to date and any awards they may have received.
- Identify the **hierarchy** of the firms (how are they organized) and identify key individuals. List those individuals in your paper with their job titles. This information may be of use when you job search after graduation.
- Examine how these firms “**brand**” their images and what is their market place focus e.g.: commercial, hospitality, retail, healthcare, etc.
- Once you have collected all the information on these firms you **MUST** secure an **informational interview** with **ONE** of the 3 (three). I would recommend securing an informational interview with all three firms to make more industry connections but only one is required for the c term paper. This **informational interview** provides you with the unique opportunity to make contact with a future employer while you are still a student. Much easier than a graduate who is looking for a job!
- Once your research is completed you are ready to write your term paper which must be a minimum of 10 (ten) page based on the information you have uncovered. One copy is **Due on Week 12** to be turned into your instructor and one copy for your Journaling Report binder.

In order for this assignment/paper to be a meaningful experience it should be insightful and informative. **DO NOT** copy directly from the design firm websites unless you are providing a quote and **DO NOT** make your paper all about the informational interview!

Failure to provide the listed information will result in a lower grade or possible resubmit!

What is the point of this assignment?

- You will have done your homework by researching a potential employer.
- You will be prepared to talk intelligently about a firm you would like to work at by asking the right questions.
- You will have gained access to a future employer(s).
- This experience will assist you in setting your **career goals**.
- This assignment provides you with experience in interviewing without the added stress of job hunting.
- This **networking opportunity** provides access to an established design firm that a job hunter would not be granted.
- To expose you to real workplace opportunities and to better understand the **hierarchy** that exists you in the design profession.

REMEMBER, this is a unique opportunity to get your foot in the door at a firm you would like to work at in the future. Most companies will gladly take 30 minutes to one hour of their time to meet with a student who has an interest in their firm and to help you with your assignment.

What you cannot do!

- You cannot contact recent IDI graduates to fulfill the interview assignment.
- You cannot use your current employer to fulfill this assignment.
- You cannot use your potential internship sponsor for this assignment.

Now get out there and investigate!