

## we missed the point?

amusing  
e Smith  
te a) the  
dig at an  
piece of

What justification too. To be in the client's shoes when told that the marque is a 'piece of work we are proud of for all kinds of reasons' must be a truly enlightening experience.

mers or  
directed  
n to the  
till, to a  
use of the

Are we really expected to accept this level of justification for the ineffectiveness of such a prestigious and sensitive logo for such a recognised charity?

Doesn't the design industry and, even more importantly, the charity's supporters deserve better?

**Paul Burgess**

Creative director  
Wilson Harvey  
London EC4

paulb@wilsonharvey.co.uk



d by Enterprise IG

capacity  
nber and  
Yorkshire

## Design graduates lecture the next wave of graduates

dents at  
ompleted  
gn of the  
ages that  
city were  
mine –  
f exterior  
y fellow  
e Dave  
who  
the inte-  
e taxi.

With regards to Design Week's News Analysis on graduate awards schemes (DW 21 March), I think it comes down to the simple fact that supply totally outweighs demand.

Hector Serrano is obviously one of the best graduates of 2000, so it's ironic that he has to teach to supplement his income. And I agree with him that 'there are too many designers and not enough studios and consultancies'.

nstone  
director  
nt.com

Universities seem to be the largest employers of product designers at the moment. This is evident by the fact that most ads for product designers are for university lecturers. Are we teaching thousands of students to become lecturers in product design, or to be product designers?

**Charles Rudge**

Struggling freelance designer  
rudge@design@yahoo.com



tion.  
k though.  
cturing a  
r – which

This page is sponsored by:

x, 50 Poland Street, London W1F 7AX  
x, website: www.design-week.co.uk

submitted for publication. No part of this publication may be reproduced without the written permission of the publisher. Printed and set by Icon Reproduction, 56-58 Southwark Street, London SE1 1UN. From James McNaughton Publishing Papers (020 7501 6010), a member of the Post Office as a newspaper. ISSN no: 0950-0000. Europe £124 for 50 issues Rest of World £145 for 50 issues. Average net circulation per issue during period 11 679



Last week's feature on recruitment in design showed that, while times are tough and competition fierce, consultancies are still hiring. What advice would you give to people looking for a job?



'Find out who the winners and losers are at the moment and the ones who seem to know what they are doing. Most businesses go under as the economy starts to pick up and you don't want to be job hunting again in six months time. Be picky and approach the handful of companies that you really feel you have something to offer. Finally, be flexible on salary since it's a buyers' market and value for money is everything.'

**Ian Cochrane, Chairman, Ticegroup**



'Honesty. With so many people walking the streets it's tempting to take the first thing that comes along, but don't settle for "any old job" – it'll show up in your work. Talent will always out itself, so it's important to keep your dream alive.'

**Simon Waterfall, Designer, Poke London**



'All of the best advice could probably be put into one word: preparation. Know exactly what you can offer, and the value you can bring. Know exactly what the recruiting company is, what they do and what they want from a new employee. Put the two together meticulously.'

**Shan Preddy, Management, Marketing and training warrior, The Preddy Consultancy**



'This is without doubt a buyers' market at the moment. Individuals pitching themselves to companies need to offer something above and beyond an impressive skillset. Be flexible, informed and creative in your approach. Only the most energetic and persistent candidates are going to come out on top.'

**Annabelle Rhiando, Producer, The Grand Union**



'Be honest with yourself. Be kind. And, be courteous. Applying these criteria means being honest about the following: your strengths and weaknesses – build on and play to the former and improve the latter; where you really want to work – if you want to work for the best and believe you are able, then go for it; what you really want to do; what sets your heart on fire – use this enthusiasm to keep you focused; and what you can offer that others can't. Then once you're in an interview (and I have interviewed probably thousands in my time) being honest about yourself, kind and courteous makes for an impressionable and memorable half hour, believe me.'

**Jan Casey, Consultant and practicing psychotherapist**