2022

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Unit 4 LO1

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# Unit 4

## Jobs in Interactive Media Production

### Web Developer

[Application Developer Jobs - 2022 | Indeed.com](https://uk.indeed.com/jobs?q=Application%20developer&l&from=searchOnHP&vjk=e6f31e45839af5a8&advn=2081742516025930)

**Overview:**

Are you a Front End Developer with full stack experience?

We’re looking for a Web Developer to join our team in Nottinghamshire. You’ll be working on a wide range of projects for our diverse client base including developing e-commerce websites.

You don't need to live locally; however we do get everyone together in person regularly, so you'd need to be happy to travel to team meetings at our premises in Kirkby-in-Ashfield, Nottinghamshire from wherever you're based on a weekly basis.

We’re an aspirational business, so you won’t come up against resistance because ‘that’s how we’ve always done it.’ In fact, we want someone who can use their up-to-the-minute knowledge of current best practices to tell us how to deliver beautifully crafted web pages that are technically sound - then work with our creative team to bring those pages to life.

**The Role:**

This is a client-facing role and you will be responsible for managing entire development projects, from functional specification to launch and ongoing support.

This role would suit someone who has gained experience within a team of developers, contributed to multiple web development projects, and has had direct contact with the client contributing to functional specifications and providing project updates.

Having gained this experience within a team you are now looking to step into an autonomous role where you will be supported by a collaborative creative department and account management team, but where you are in control of all development projects.

For the right person, this is the perfect next step in your career moving you towards building and managing your own development team.

**Technical & Personal Skills:**

* Excellent knowledge of Front End Development (HTML/JS/CSS)
* An understanding of E-Commerce platforms such as Shopify/Woocommerce
* Experience with the Laravel framework and PHP
* Experience with Content Management Systems such as Statamic and WordPress
* Database experience using MySQL or equivalent
* Experience/knowledge of using version control systems such as Git
* Understanding of deployment and server management
* A degree in computer science/computer programming or relevant experience
* Ability to build features and applications with a mobile responsive design
* Good understanding of SEO principles any development will adhere to them
* An excellent problem solver
* Willingness to learn other programming languages and technologies
* Strong time & project management
* Meticulous with amazing attention to detail
* Curious and keen interest in keeping up to date with the latest tools, techniques, and technologies in order to identify areas of improvement for the business
* Skilled communicator both in writing and verbal communication

You may not tick all of these boxes and you may be able to add some not mentioned. Most importantly, if you like what you’ve learned so far about the role, get in touch now and let’s see where this can go.

**Who Are We?**

Summit Creative Ltd is the newly formed print and design business stemming from its founding company CCM Group Ltd. We are an expert creative company that prides itself on providing innovative and practical solutions to ensure brand consistency for all our clients. We keep the vision and the journey of our clients at the heart of everything we do and combine creative flair with a no-nonsense approach to deliver substance without compromising on style.

We want to make sure we are at the forefront of our industry and we will do this by following our vision of "enabling brand success" and by concentrating on technological innovation and continually adding value.

Our staff members are all committed to the values of the company and we put you and our customers first. We are motivated by your success.

We aren’t like most companies and our benefits reflect that – you’ll have access to gym membership, a great social scene, personal development time and a company pension.

Salary: £30,000.00-£40,000.00 per year

Benefits:

* Casual dress
* Company events
* Company pension
* Discounted or free food
* On-site parking
* Wellness programme
* Work from home

Schedule:

* Monday to Friday
* Weekend availability

Ability to commute/relocate:

* Mansfield, NG17 7RB: reliably commute or plan to relocate before starting work (required)

Experience:

* Web development: 1 year (required)

#### Key Requirements:

* Excellent knowledge of Front-End Development (HTML/JS/CSS) – This means that the person applying should know how to use HTML, JavaScript, and CSS to a very high standard
* A degree in computer science/computer programming or relevant experience – This means that the person applying should have a degree in a relevant area or a lot of experience.
* Experience with the Laravel framework and PHP – This means that the person applying should know how to use the Laravel framework and how to code in PHP
* Experience with Content Management Systems such as Statamic and WordPress – This means that the person applying should have experience and know how to use Statamic and WordPress
* An understanding of E-Commerce platforms such as Shopify/Woocommerce – This means that the person applying should know how online shops work.

If you were applying for this job you would need to show that you are good at HTML, JS, CSS, and PHP. These are important for a web developer because they are very common when making websites. Knowing these languages would greatly help when developing web applications. You could present your skills by showing the company a website that you have already made, both the front end and the back end would show them that you are proficient in these languages.

You would also need to have a lot of experience in the workplace or a degree in a relevant area to apply for this job. Having one of these would be highly beneficial for this job because it would provide you with a good understanding of web development. You could show the company certificates or references from degrees or past jobs.

You would also need to have experience with Statamic and WordPress, this will help you when developing web products because they can make development a lot easier, and if you know how to use them then it will make the overall development easier. You could show the company a product that you have made using these systems, this would show the employer that you have experience in them.

You would also need to know how online shops work; this would help you when making web applications. Knowing how already developed products work will help you create products of your own. You could show the employer that you understand how they work by explaining the features behind them.

### Software Developer

[Application Developer Jobs - 2022 | Indeed.com](https://uk.indeed.com/jobs?q=Application%20developer&l&from=searchOnHP&vjk=891b94acf86399dc&advn=5288673018175601)

**Software Developer (React)**

Manchester

**£55,000 - £65,000 + Flexitime + Training + Progression + Company Benefits**

*Are you a Software Developer looking to progress in your career? Do you want to work alongside a highly successful team working for a fast growing, modern company that give you the opportunity to sit in their own director's box at Old Trafford?*

On offer is a unique opportunity for a Software Developer to be at the forefront in advancements of a thriving company. You will be crafting well-architected and consistent code for an app and website that is used by thousands of users every day, all around the world.

The successful Software Developer will be dealing with upgrades and future enhancements of the system, supporting design and operation of software applications, and the ability to take responsibility while working independently.

This role would suit a Software Developer that wants to utilise their technical ability and have an eagerness to progress with an rapidly expanding development team!

The role:

* Diagnosis of issues with existing software
* Assess risk of technical decisions
* Follow coding and quality criteria

The person:

* Software Developer
* Proficient in ReactJS
* Awareness of CI/CD principles, DevOps, SecOps etc.
* Knowledge of Amazon Web Services

If you're interested in this role, click 'apply now' to forward an up-to-date copy of your CV.

Ernest Gordon Recruitment Limited acts as an employment agency for permanent recruitment and employment business for the supply of temporary workers. By applying for this job, you accept the T&C's, Privacy Policy and Disclaimers which can be found at our website.

#### Key Requirements:

* Proficient in ReactJS – This means that the person applying should know how to code in ReactJS and have experience using it.
* Awareness of CI/CD principles, DevOps, SecOps etc. – This means that the person applying should know how CI/CD principles work and may need to know how to use them.
* Knowledge of Amazon Web Services – This means that the person applying should know how Amazon’s Web Services works.
* Diagnosis of issues with existing software – This means that the person applying should be able to fix issues in software that other people have made.

If you were applying for this job, you would need to know how to code in ReactJS. Knowing how to code in this would help you create your projects because it will make coding in ReactJS much easier. If you couldn’t then you wouldn’t be able to create projects. You could show the employer your skills by showing them a past project that you have used ReactJS in, and the code behind it.

You would also need to know the CI/CD principles. These mean that you would need to know how to build and test new code changes frequently and deploy new versions of a product frequently. Knowing these principles would mean that you could make products much easier and keep it maintained. You could show the employer that you know about these principles by explaining them to the interviewer.

You would also need to know how Amazon’s Web Services works. This would help you when creating a product using Amazon’s Web Services. Knowing how it works would make development using it much quicker because you wouldn’t need to learn it. You could show an employer that you know how to use it by showing them a past product that used it.

You would also need to know how to bug test and diagnose pre-existing software that you didn’t make yourself. This also means that you need to understand code that is written by other people. You could show an employer that you know how to do this by bug fixing some code that has been written by someone else in front of them.

### Software Tester

[Software Tester Jobs - 2022 | Indeed.com](https://uk.indeed.com/jobs?q=Software%20tester&l&vjk=6bc226cd56ddbd8e&advn=6673255325573129)

We are a small but mighty non-profit in the education technology sector with a mission to get marginalised children reading. Winners of the Elon Musk sponsored *$15 million Global Learning XPRIZE* competition.  
We're looking for an enthusiastic **junior software tester** to help us test our award-winning apps, to be used by of millions of marginalised children. You will be the highest quality testing resource for our team of developers and authors.

**Role**  
You’ll be a permanent full-time junior software tester based in our Fulham office.

What you’ll be working on:

* Functional testing of our award-winning app for children, in multiple languages.
* Testing of new internal tools, our website and commercial apps.
* Developing and overseeing testing plans, working with a team of developers.
* Supporting our localisation team, working with audio recordings.
* Opportunities for software development of internal tools and processes to support testing.
* General office IT support.

**Requirements**

**Tech**

* Experience of both iOS and Android operating systems.
* Experience of using Github issues or similar to report and triage bugs.
* Mac OS experience beneficial.

**Mindset**

* Passionate about technology, and about global development.
* Attention to detail, patience and methodicalness
* Ability to articulately and succinctly describe software issues
* Enjoy working as part of a team

Job Types: Full-time, Permanent

Salary: £20,000.00-£25,000.00 per year

Benefits:

* Casual dress

Schedule:

* Monday to Friday

#### Key Requirements:

* Experience of both iOS and Android operating systems. – This means that the person applying should know how to use and develop on iOS and Android.
* Experience of using Github issues or similar to report and triage bugs. – This means that the person applying should be able to use Github and such platforms for users to report bugs.
* Mac OS experience beneficial. – This means that the person applying having an experience using Mac OS would be helpful.
* Passionate about technology, and about global development. – This means that the person applying should be enthusiastic about technology and developing the world.

If you were applying for this job, you would need to know how both iOS and Android operating systems work. This would help you because the software being developed would be on both operating systems which means that a good knowledge of using them would help you test the software. You could show the employer that you have good knowledge of them by demonstrating using both operating systems.

You would also know how to use Github to keep track of issues with the product. This would help you maintain the product by allowing you to report them easier. You could show an employer that you know how to use it by showing them a product where you have already used Github for this.

Experience of Mac OS would be useful but not important. It could help speed up testing, but you could also use Windows or Linux. You could show an employer that you know how to use it by giving them a demonstration.

Being passionate about technology would also be helpful as it would mean that you are more incentivised to do well in your job because you enjoy it. You could tell an employer about your enthusiasm to demonstrate how passionate you are.

### Graphic Designer

Full Job Description

Bell Publishing is a small and friendly B2B publishing and events company with five international magazines and websites covering the food, beverage and packaging industries. Now in our 22nd year, our products are all well established in their industries.

We produce monthly magazines, an annual directory, weekly digital newsletters, associated websites, and three events. All of our content is editorially-led and this is reflected in our design ethos.

Formats for your work include print magazine layouts (4-5 magazines per month), web advertising, as well as a variety of design work for marketing and events.

We are looking for a self-motivated individual who has worked in publishing for more than three years. You’ll be positive and enthusiastic, and ready to work with all departments including our editorial, advertising and events teams and printer.

**Key qualifications**

Strong design and creative skills, in both print and digital formats.  
Good organisational skills and ability to adapt, prioritise and work to strict deadlines.  
High levels of accuracy and attention to detail.  
Skilled in typography, layout and composition (Indesign, Photoshop, Illustrator).  
Excellent knowledge of Adobe Creative Suite.  
Fast, accurate page layout with a flair for design and keeping B2B publications fresh and contemporary.  
Ability to generate ideas and produce designs for a range of print and digital products.  
Excellent ability to work under pressure on multiple projects.  
Great team player who can work both collaboratively and independently, with a positive attitude to feedback.  
Liaise with editors, sales teams, events department, digital editor on projects.  
Communicate across different departments and other stakeholders including the printing company.

#### Key Requirements

* Excellent knowledge of Adobe Creative Suite – This means that the person applying should be very skilled in the use of Adobe Creative Suite
* Skilled in typography, layout and composition (Indesign, Photoshop, Illustrator). – This means that the person applying should be skilled in designing pictures and the science behind UI design
* Fast, accurate page layout with a flair for design and keeping B2B publications fresh and contemporary. – This means that the person applying should be skilled at designing products that are suitable for presentation to other businesses.
* Ability to generate ideas and produce designs for a range of print and digital products. – This means that the person applying should be very creative and should be able to create designs and ideas quickly and with quality.

If you were applying for this job, you would need to know how to use Adobe Creative Suite. This involves lots of products within the suite and means that you would need to be skilled in the use of quite a few applications. You would need to know how to use it because it would greatly increase the speed of development when creating products. You could show potential employers that you know how to use the applications within the Adobe Creative Suite by showing them a demonstration or showing them a previous product that you have already made using the Adobe Creative Suite.

You would also need have good knowledge of typography, layout and composition. This means that you would need to know how to arrange elements in a product in a way that looks attractive to the user. This would help because it would increase the quality and effectiveness of your products. You could show potential employers this by showing them a previous product that you have made that demonstrates the use of these skills.

You would need to know how to design publications for sending between companies. This means that you need to be skilled in conveying information in an accurate, concise, and attractive way. You would need this because these skills this would mean that your products would become more successful. You could show this by talking about a product that you have done and show that you managed to do it in a short space of time.

You would also need to know how to come up with ideas quickly and with quality in both digital and physical products. This would be needed because it would increase the effectiveness and quality of your products. You could show this to a potential employer by showing them past products that you have already done.

## Permanent Vs. Freelance

Permanent jobs are jobs where the person has a permanent role in a company. They have a fixed salary, they know their roles exactly, they know the company, they know other permanent employees. This can often make them more valuable to a company. They have more employment benefits than freelance workers and makes keeping track of employees easier.

An example of a permanent job is an IT/Computer Science teacher. This role has no timeframe and will continue indefinitely, the employee will work for the employer permanently until they decide to leave. They will have a fixed salary and receive annual leave. They will also have benefits for working for the employer. This provides stability for the company as it means they have only one employee for that role, so they don’t need to keep track of multiple people.

Freelance jobs are jobs where the person doesn’t have a permanent role in a company. They don’t have a fixed salary and their income can fluctuate. This means that they don’t have as much of a stable job as permanent jobs. It can be harder to work with companies when you’re a freelancer because you don’t know the company or other employees. They are also harder to keep track of and makes admin harder.

An example of a freelance job would be a digital artist. A person with this role would be hired temporarily for a specific task that needs doing within a certain timeframe. The employee will leave the company when the task has been completed and will go and work for a different company. They will not have a salary, but rather get paid for the work that they do. They will not have annual leave or benefits from working for the employer.

## Presentation Methods

|  |  |
| --- | --- |
| Reason to Present | Information about Reason |
| Interviews | Doing an interview would be a very good way to explain to your client the features and UI of the product that you have made. This allows the client to ask questions about the product and to discuss different features and points that might need clarification. |
| To win contracts | Winning contracts is very useful for when you want to get work to do. If you can’t win contracts, then you/your company won’t have any work to do. You can show a potential client some of the products that you have made in the past and explain to them why you would be the best company/person to undertake this contract. |
| Growing awareness | Growing awareness of a product that you have made is very useful when you want to attract users to your product. You could also grow awareness of your product to get testers for it. Testing is an important process when making a product. People must give feedback in order to improve the product. |
| Presenting a prototype | Presenting prototypes is a very good idea because it allows the client to look at the first version of a product and allows the client to review it and make suggestions for the development of the product. If the prototype isn’t presented, then a fully working product could be made incorrectly and lots of time wasted on it. |
| Pitching a product | Pitching a product is good because it means that you can make suggestions back to the client that could be an improvement that they hadn’t thought of. If no products are pitched back to the client, then the finished product may not have the full potential. |

## Presenting Interactive Media Products

A person may need to present an interactive media product because it shows the client that you have made the product that they have requested to their specifications and allows for discussions about the product and features and UI.

A person may also present a product because they want to show someone the products that they have made in the past. This could be to demonstrate their skills, and therefore showing that the developer has the skills to create another product for the client.

|  |  |  |  |
| --- | --- | --- | --- |
| Type of Presentation | Benefits | Limitations | Potential Clients |
| Digital Portfolio – For printing | - They are easy to create  - They are quick to create  - Notes can be made quickly on paper printout of the digital portfolio  - They can be easily changed before printing  - They do not require a computer to view  - They can have lots of information therein | - They require a printer  - They require ink  - They require paper  - They can’t be easily changed after being printed  - They can get damaged easily  - They take a long time for copy to get to client  - They require a computer to create | I would use this presentation method for clients that are not as comfortable using technology.  For example, this could be for slightly older people. |
| Digital portfolio – not for printing | - They are easy to create  - They are quick to create  - They can be changed easily  - Copies can be sent instantly to client via the internet  - They cannot be easily damaged  - They can have lots of information therein | - They require a computer to view  - They require computer to create  - Notes can’t be made on it as easily as paper portfolios | I would use this presentation method for clients that are very comfortable with using technology as it requires a bit of technological skill to view |
| Social media/viral  marketing | - Social media can reach a lot of people quickly  - Once the post has been posted, no work is needed to get it to more people | - Social media requires a social media account to create  - It requires a social media account to view  - You can’t put much information in, it has to be short  - Some social media sites only support posts in an image format | I would use this presentation method for a client that wants the product spread to as many people as possible. This could be for marketing purposes |
| Slideshow  presentation | - Slideshow presentations give graphics to a presentation, making it much easier to take in  - They are easy to make  - They are easy to understand  - Lots of information can be within | - Slideshows require a screen to present with  - They require a computer to create  - They require a computer to view  - They are not a good format for sending to people | I would use this presentation method for a group of people in a space that I need to present to all at once. Slideshows are very good at conveying information to lots of people |
| Interactive showcase | - Interactive showcases can be very attractive to users  - They can give a very good overview of UI  - Images are very engaging and so may encourage people to look at your product | - They are difficult to create  - They require a screen to present (touchscreen optimal)  - Not much text can be put in them, otherwise it gets boring for the user  - Not much information can be put in the showcase | I would use this presentation for a client that isn’t very confident using technology but still has some basic skills as this is quite intuitive and doesn’t need explanation. |
| promotional video | - They’re very attractive to users  - They’re very useful to demonstrate features of products and UI | - They’re not easy to create  - They can’t be easily modified after creation  - You can’t put much text in video  - They require a computer to view | I would use this presentation method for a case when I have to send the presentation over the internet as a video doesn’t need any explanation. |
| Presenting product (demonstrating it for user) | - They’re very useful for demonstrating features  - You can modify presentation to viewer’s request  - There is not much preparation needed | - They require computer to view them  - They can’t be sent to people  - They have to be presented live | I would use this presentation for an individual client to show them a very detailed usage of the application. |

### Jobs and Presentation Methods

#### Web Developer

If I were a web developer, I would present the product to the potential employer because this is a very easy way to show an employer a product that I have made, and it has no limitations to what can be shown because I could navigate to any particular part that I want to present. It isn’t as set out as other presentation methods but that doesn’t matter so much in a job interview. However, it would be useful to still have a plan for what I would present.

#### Software Developer

If I were a software developer, I would also present the product to the potential employer in real time because it displays the product that I have made, and they can see it in use rather than just a static presentation. Again, I would still have a plan for what I’m going to present but it is a lot more versatile and can adapt to the employer’s needs by showing what they would like to see.

#### Software Tester

If I were a software tester, I would use a slideshow presentation because it is a very easy way to show an employer processes that have already been completed. I can show evidence that I have taken from when I was testing the software and present that neatly whilst talking about it.

#### Graphic Designer

If I were a graphic designer, I would use a promotional video to show my work to a potential employer because it is a very attractive, somewhat easy way to show graphics that have been made previously. This would work well for pictures and videos which means it can show all work. I may also use a bit of live presentation to show the employer any projects that are not included in the promotional video.

## Types of Clients

|  |  |  |
| --- | --- | --- |
| Client/Brief | Presentation Method | Justification of Method |
| PC building website aimed at university students | I would use social media/viral marketing | I would use this method because the target audience is university students who tend to spend a lot of time online on social media. This means that they are most likely to see post on social media. |
| Interactive display showing facts about a local bookstore | I would use an interactive showcase in a public place | I would use this method because it is quite likely to attract people to have a look at the advertisement. This interactive showcase could advertise the product. The people who are most likely to want to use the product would quite likely be interested in an interactive showcase. |
| Educational 2D side-scrolling game for Primary school students | I would use a promotional video | I would use this method because it is very engaging for all ages. This can entice primary school students and teachers in one product which means that less resources would have to be put into creating the presentation method. |
| Blog-website showcasing recipes | I would use social media post/viral marketing | I would use this method because people that would be willing to read blogs would be very likely to spend a lot of time online which means that they may be more likely to see a social media post. |
| An app for explaining the basics of playing Chess | I would use a promotional video | I would use this method because it is a very engaging way to attract an audience. People that want to learn how to play chess may be very likely to look up videos on how to start which means that the video will come up, and therefore get a lot of custom. |
| Student management software for schools | I would use a slideshow presentation at a conference | I would use this method because the best place to present this product to potential clients is in a place where there is a high concentration of them. A slideshow presentation is very affective at conveying information to an engaged audience. |
| Prayer book society | I would use a digital portfolio for printing at the back of a church | I would use this method because people who are likely to want to join a prayer book society would probably go to a church. The easiest way to get people to read information is to give them physical copies of a portfolio. |
| Publishing company | I would use a physical presentation – by sending sample books to clients | I would use this method because it is a very effective way to inform people what your products are like. They could then decide whether to order more or not. |

|  |  |  |
| --- | --- | --- |
|  |  |  |

## Promoting Skills

### Paper CV

#### Pros

* Paper CVs are very easy to give so someone because they don’t require a machine to view them. All they need is to be given to a person.
* CVs are free to distribute
* They are very flexible, can be changed for each job application
* They’re very concise
* Many people prefer physical copies of CVs

#### Cons

* They cost money to print (if done on a computer)
* Your writing has to be clear (if hand-written)
* They are short so not all desired information will be included
* They often require physical meeting with a person to give to them
* If not – the person has to pay to print it out

#### Description

A paper curriculum vitae (CV) is a physical piece of paper that has concise information about the presenting person’s past experiences, qualifications, skills, etc. CVs are used to show potential employers your skills, qualifications, previous jobs, etc. These enable you to leave your CV with an employer for them to keep looking at it rather than making them have to remember everything that was talked about in the interview.

### Exhibition

#### Pros

* Lots of people go through an exhibition at a time – makes it easy to present your work to multiple potential employers
* Exhibitions are more memorable than CVs. This means that employers will remember more about you after seeing an exhibition rather than a CV
* Exhibitions allow for interactivity; they can use computers to present interactive presentations or just examples of products.
* Exhibitions are very engaging which might encourage employers to pay more attention

#### Cons

* Exhibitions can cost quite a lot of money to set up
* These are only temporary and can’t be used multiple times without extensive set-up
* There are lots of people at an exhibition so it’s hard to talk to everyone and present your skills effectively
* There are lots of people presenting at an exhibition, so somehow you have to stand out from the rest of the people presenting

#### Description

An exhibition is where you create an area that is dedicated to your qualifications, products, previous jobs, etc. This is all the information needed by an employer when hiring someone. Doing an exhibition allows multiple employers to browse through all the information about you.

### Portfolio Website

#### Pros

* A website can be updated constantly, this allows for currently correct information to always be displayed on the website
* It only has to be distributed once, and then you can update constantly without having to send a new copy for each new bit of information
* Websites don’t need a copy to be stored by the person that you’ve sent them to, it’s always online.
* Websites can also showcase skills in the making thereof

#### Cons

* Websites take quite a lot of time to create, so they require quite a lot of work to get them to a high quality.
* Websites are not personalised to each person you send the information to. You would need a different website each different person it’s sent to
* Requires domain name and hosting which can be expensive

#### Description

A portfolio website is a website dedicated to telling the visitors to your website everything about yourself. It serves the same purpose as a CV, but it is online and laid out in a more attractive way that is more aesthetically pleasing to a visitor. A lot more information can be put on a portfolio website compared to a CV.

### Social Media Presence

#### Pros

* Very easy to publicise, they get promoted by the social media platform without any work needed by the poster
* Lots of people see social media posts
* A social media page can be seen anywhere so long as the viewer has a computer and an internet connection
* Social media posts are very easy to create as all you need is an image or a video

#### Cons

* Social media posts can’t be personalised for each person you send it to. This means that everyone will see the same posts
* Social media requires a computer and an internet connection to use
* Computers and internet connections cost money
* Social media isn’t very professional

#### Description

A social media presence is having a social media account that promotes yourself and your skills. This could be used to show all the same information as a CV, but it can be in a harder layout for an employer to read. Social media accounts are useful because they get information to a wide variety of people.

## Methods and Clients

### Use of a CV

A software tester applying for a permanent role could use a CV because it would showcase their skills and qualifications very concisely and efficiently. This would be very useful as it allows a potential employer to have copy of information about the applicant. Having a CV is beneficial because it shows that you are organised and can write documents well. The software tester could write about their skills and previous jobs that they have worked in to give the potential employer a good idea of what their skills are like.

### Use of an Exhibition

A graphic designer applying for a permanent role could use an exhibition because it would show viewers projects that they have worked on in the past. This would give the viewer a good idea of their skill level and if they would be suitable for the job that they are applying for. There are some drawbacks, but a exhibition is the best method for displaying pictures.

### Use of a Portfolio Website

A web developer applying for a freelance role could use a portfolio website to showcase their skills. This would be a good method because it allows the potential employer to view a product that the web developer had made in the past. It is also useful because a portfolio website is the same every time that can be sent to every potential employer with ease and it will quickly showcase the owner’s skills.

### Use of a Social Media Presence

A software developer wanting to passively promote their skills could use a social media account. This would involve creating posts about products and their skills. This would be useful because some potential employers may see their account and offer them a job. This would mean that the software developer is getting job offers without having to apply for them.