

Fall 2019 VE300
Lecture notes
Week 6

**Cover letter =
Job application
letters**

```
graph TD; A["Cover letter = Job application letters"] --> B["Solicited cover letters for advertised jobs"]; A --> C["Unsolicited Prospecting letter"]; B --> D["1. State job title and job ad info<br/>2. Highlight strengths in terms of reader benefits<br/>3. Refer to CV/resume<br/>4. Motivate action: interview"]; C --> E["1. Show interest in company business<br/>2. Introduce yourself and highlight strengths in terms of reader benefits<br/>4. Ask about potential openings<br/>5. Refer to resume<br/>4. Motivate action: interview"];
```

**Solicited
cover letters
for advertised
jobs**

1. State job title and job ad info
2. Highlight strengths in terms of reader benefits
3. Refer to CV/resume
4. Motivate action: interview

**Unsolicited
Prospecting
letter**

1. Show interest in company business
2. Introduce yourself and highlight strengths in terms of reader benefits
4. Ask about potential openings
5. Refer to resume
4. Motivate action: interview

**Cover letter =
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**Solicited letter
for advertised
jobs**

1. State job specifics
2. Highlight strengths in terms of reader benefits
3. Introduce resume
4. Motivate action: interview

**Unsolicited
Prospecting
letter**

1. Show interest in business
2. Introduce yourself and highlight strengths in terms of reader benefits
4. Ask about potential job openings
5. Refer to resume
4. Motivate action: interview

Enclose

vs.

attach

Enclosure

vs.

attachment



Paper letters
Letterhead



Email
Signature block

To: xxxxxx

From: xxxxxxxx

Subject: xxxxxxxxxxxxxx

Cc:

xxxxxxxx

I was told from my friend that Intel may be looking for an intern to assist with a special project. Could you use the service of an assistant who is?

Do not follow template language too closely

Is this email ending appropriate?

I am looking forward to your reply, and I will call during the week of June 19 to discuss the internship plans and the opportunity for an interview.

Job application cover letters

= **persuasive messages**

Amanda Jones
311 Blue Street
Toronto, ON M5B 1B1
(416) 413-1459
a.jones@nrgm.com

March 7th, 2005

Julia Adair
Managing Manager
Management Consulting Firm
2018 - 123 Bay Street
Toronto, ON M5T 2T8

Dear Ms. Adair,

Re: Application for Analyst Position

I am writing to express my interest in securing an analyst position with your firm, in response to your job posting in the National Post. I am currently employed as a financial analyst at Solara Ltd., an emerging software company providing management information systems solutions to the telecommunications sector.

I come to you with a solid understanding of the MIS software industry and market participants. Reporting directly to the CFO at Solara, I worked closely with management on financial and strategic issues. As a highlight of my experience, I participated in three annual budgets, was instrumental in engineering one major corporate restructuring, and collaborated on diverse process development and monitoring initiatives. My work required me to interface with key actors in every department of the company to meet deadline-oriented deliverables.

At this stage in my career, I am ready to make the leap to consulting. My background working in an emerging software company provided me with an insightful perspective on problems that companies encounter in their day to day operations. I ask for the opportunity to translate that experience into business solutions for your customers.

In that regard, I would appreciate the opportunity to meet with you to discuss my qualifications and the possibility of joining your organization. Please find enclosed my resume for your review. I look forward to hearing from you.

Effective Persuasion Techniques

1. Establish credibility
2. Make a reasonable, specific request
3. Tie facts to benefits

Sales pitch

A persuasive message designed to sell a product or service.

A **pitch** is an attempt to promote or sell.

- Get ready to *pitch* your idea to the project sponsor
- **Pitch** your CV/resume to the employer based on the qualities they are looking for in an employee

Learn to think like an employer

Questions employers will ask:


- *Why should I take the time to read further?*
- *What's in it for me?*
- *What's in it for the applicant?*

Being an Ethical Persuader

Persuasion becomes unethical when facts are distorted, overlooked, or manipulated with an intent to deceive.



Reading for Week 5, 6:









CHAPTER
14
Creating and
Using Graphics

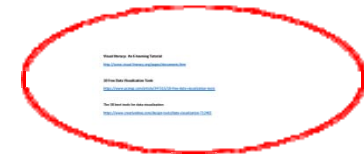
Guidelines for Using Graphics 398
Displaying Data with Graphs,
Tables, and Charts 403
Using Pictures and Drawings 410
Using Cross-Cultural Symbols 414
Chapter Review 417
Exercises and Projects 417
Case Study: Looking Guilty 419

In this chapter, you will learn:

- The importance of visuals in documents and presentations.
- Four guidelines for using visuals effectively.
- How to use tables, charts, and graphs.
- Strategies for taking photographs and using them in documents and presentations.
- How drawings, icons, and clip art can be effectively used to enhance understanding.

Weekly reading

Name ▲	Date Created
 References	Sep 14, 2019
 VE300_week_01_02_email.pdf	Sep 14, 2019
 VE300_week_01_02_email_terms.pdf	Sep 14, 2019
 VE300_week_03_04_05_cv_resume_...	Sep 14, 2019
 VE300_week_06_07_using_graphics....	Sep 14, 2019
 VE300_week_06_07_visual_terms.pdf	Sep 14, 2019



Online visualization
resources
(might need VPN)

VISUAL-LITERACY.ORG

Visual Literacy: An E-Learning Tutorial on Visualization for Communication, Engineering and Business

This e-learning site focuses on a critical, but often neglected skill for business, communication, and engineering students, namely **visual literacy**, or the ability to evaluate, apply, or create conceptual visual representations. After this tutorial, students should be able to evaluate advantages and disadvantages of visual representations, to improve their shortcomings, to use them to create and communicate knowledge, or to devise new ways of representing insights.

The didactic approach consists of rooting visualization in its application contexts, i.e. giving students the necessary critical attitude, principles, tools and feedback to develop their own high-quality visualization formats for specific problems (**problem-based learning**). The students thus learn about the commonalities of good visualization in diverse areas, but also explore the specificities of visualization in their field of specialization (through real-life case studies). They will not only learn by doing, but in doing so contribute new training material for their peers to evaluate (**peer learning**).

Project



Partners



Articles&Videos



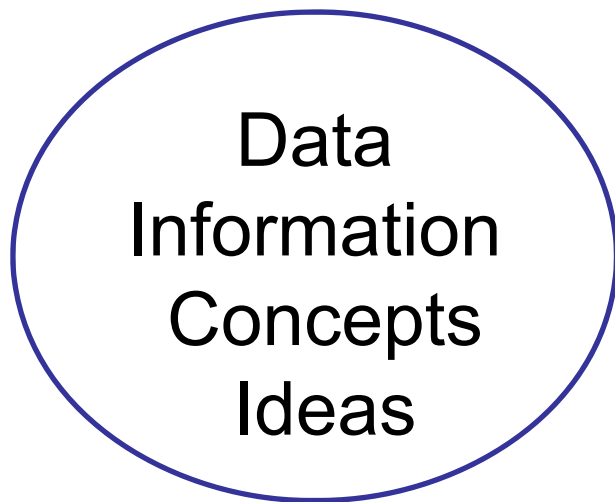
Demo



Books & Maps



Visual literacy = Ability to create & interpret visual messages



Displaying Data with Graphs, Tables, & Charts

Choosing the appropriate graphic

The Story to Be Told	Best Graphic	How Data Are Displayed
"I want to show a trend."	Line graph	Shows how a quantity rises and falls, usually over time
"I want to compare two or more quantities."	Bar chart	Shows comparisons among different items or the same items over time
"I need to present data or facts for analysis and comparison."	Table	Displays data in an organized, easy-to-access way
"I need to show how a whole is divided into parts."	Pie chart	Shows data as a pie carved into slices
"I need to show how things, people, or steps are linked together."	Flowchart	Illustrates the connections among people, parts, or steps
"I need to show how a project will meet its goals over time."	Gantt chart	Displays a project schedule, highlighting the phases of the work

Matching graphics to objectives

**Communication
Needs**



**Effective
visual
choices**

Assigned reading



3 types of learning styles:



1. Visual
2. Auditory
3. Kinesthetic

Most people are visual learners.



Faster and better retention when
information is represented and
learned both visually and verbally.



Example: Too Much Text!

These are the attractive properties of leaky-wave antennas

- Leaky wave antennas are much cheaper than phased array antennas. Phased array antennas require separate phase shifters and attenuators which must often be integrated into the antenna aperture – this is expensive!
- Leaky-wave antenna may be constructed on simple planar surfaces like circuit boards. This avoids needing cumbersome 3-dimensional structures which can cause a lot of problems.
- Leaky-wave antennas may be bent or shaped to be conformal to the surface of many types of vehicles, such as aircraft or ground vehicles. This helps improve the aerodynamic performance of the vehicles, and reduces the potential for damaging the antenna. The electrical properties of the antenna might be changed, though.
- Leaky-wave antennas can be made with a higher gain than lots of types of antennas such as patches. The gain depends on the length of the leaky-wave antenna in wavelengths.
- Leaky-wave antennas are broadband due to the propagating wave nature of the current on the antenna. They may also be scanned in the elevation plane by changing the frequency within the broad band.
- Leaky-wave antennas are easy to fabricate using simple circuit-board techniques. They may be etched right onto the surface of the board and connectors may be soldered directly to the board.



Example: Nice Amount of Text

Attractive Properties of leaky-wave antennas

- Low cost alternative to phased arrays
- Planar
- Conformal
- High gain
- Broadband (frequency scanning)
- Easy to fabricate

But text alone may not be enough.

When to use visuals?

When to use visuals?

– To clarify

support text description of quantitative or numeric information, explanations of trends.

U.S. sales reach \$44.5 million.

	Millions of dollars		
	2010	2011	2012
Northeast	10.2	10.8	11.3
South	7.6	8.5	10.4
Midwest	8.3	6.8	9.3
West	11.3	12.1	13.5
Totals	37.4	38.2	44.5

a. Tables show exact values.

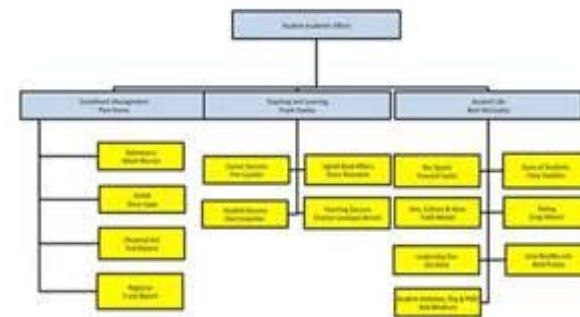
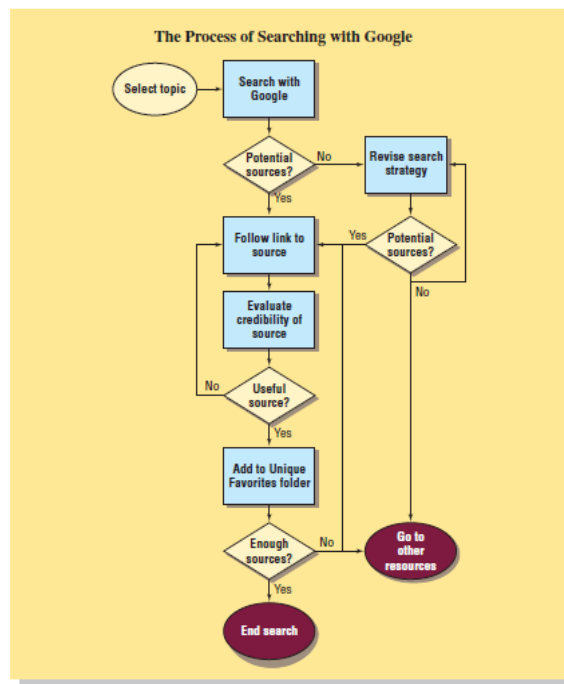


d. Line charts compare items over time or show distribution or correlation.

- To simplify

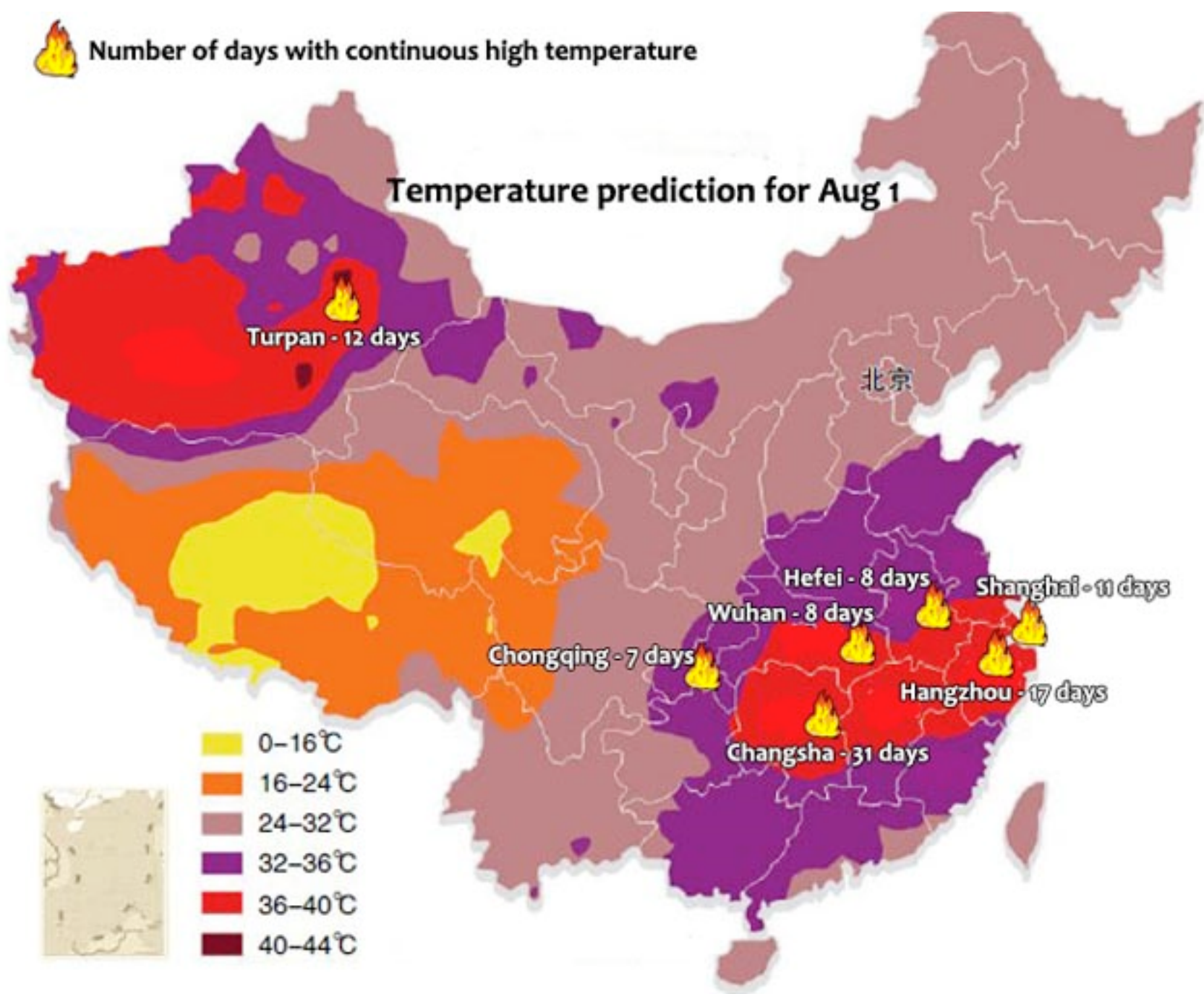
Divide complicated descriptions into components that can be shown with conceptual models

- Flowcharts
- Organizational charts





Number of days with continuous high temperature

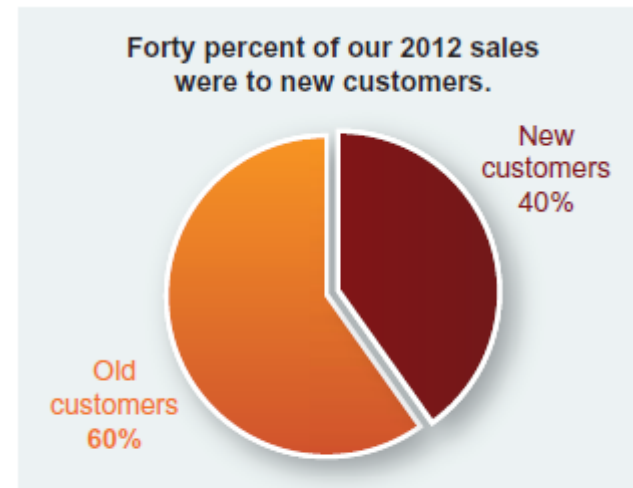


– To emphasize

Call attention to important points by illustrating them with line, bar, and pie charts.



c. Bar charts compare items or show distribution or correlation.



b. Pie charts compare a component to the whole.

- **To attract with visual symbolism**

Make material seem more interesting by enhancing the text with visual aids.





- **To impress**

Build credibility by using visual forms to convey authenticity and precision.

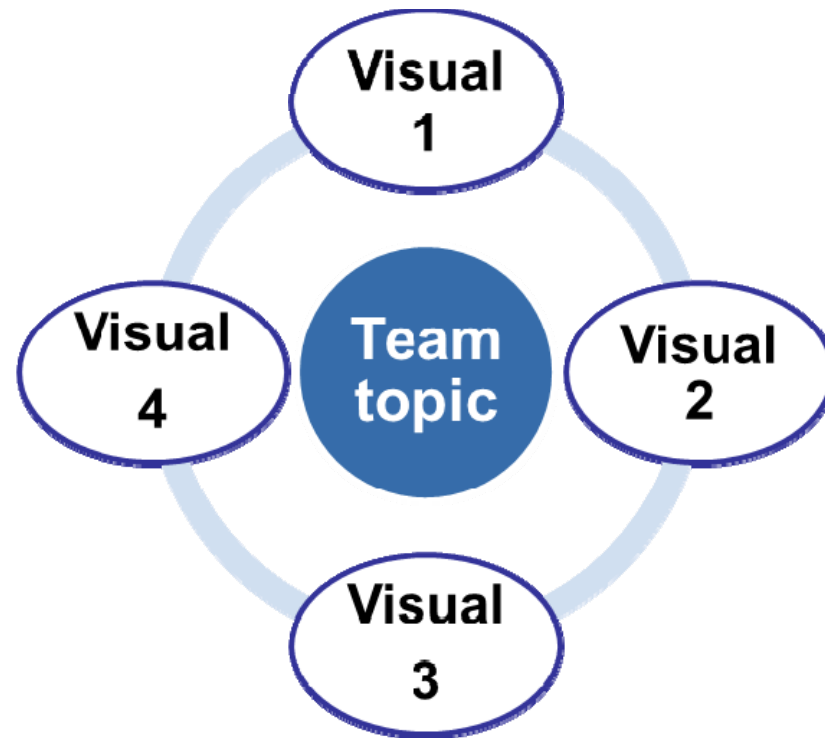


- Video clips
- Cartoons



- **To unify**

Show the relationships among various elements of a whole.



Planning your visuals:

- Consider aspects of your topic that visual presentation can make clear.

A decorative horizontal band with a blue and white wavy, geometric pattern, resembling a stylized water or fabric texture. It is centered on the slide.

Thank you!

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