

Cover Letter Guidelines

Format and Scope

- Uses the correct spacing for margins, paragraphs, address, date, salutation, and closing
- Is signed in the correct place
- Is visually appealing
- Does not exceed one page
- Uses a professional email address

Contents and Organization

1. Identifies the job, how you became aware of it, and how your experience education relates to or qualifies you for the job
 - Demonstrates what contributions you could make to the entity
 - Tone is confident, but not arrogant
 - Does not preach or inform the employer of facts he or she already knows
 - Shows coherence by following a logical pattern of development
 - Connects to the resume by using repetitious design elements (same letterhead and font) and by expanding on the information listed in the resume

Mechanical Elements

- Free of grammar, punctuation, and spelling mistakes
- Word choice is deliberate, and sentence structures are clear, concise, and precise

Audience

- Who is the audience? Is there more than one?
- What is the audience or audiences looking for?

Resume Guidelines

Format and Scope

- Uses conventional spacing for margins (.5 - 1 inch) .75 could be just right
- Does not exceed one page

Content and Visual Appeal

- Demonstrates an awareness of the four basic document-design principles: contrast, repetition, alignment, and proximity.
 - Contrast** size of type, fonts, lines, colors, and vertical and horizontal elements
 - Repeat** the format in the headings, sections, and letterheads
 - Align** to provide a visual connection between elements
 - Proximity** visually groups like things together
- Has a balanced ratio of text to white space
- Demonstrates a knowledge of the conventions of a resume—headings, bullet points, measurable quantities
- Is organized to look professional and attractive
- Uses active verbs and short phrases

Mechanical Elements

- Free of grammar, punctuation, and spelling mistakes
- Diction and syntax are clear, concise, and precise

Audience

- Who is the audience? Is there more than one?
- What is the audience or audiences looking for?