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Career Research Interview: Part 1

Communication 1010

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**Preliminary Research**

**My Interviewee:**

For this assignment, I will conduct an interview with Megan Silva, who is a Design Assistant at Miche. I will interview Megan this coming Sunday afternoon at her place of residence because it is more convenient for her, and because she offered to show me some of the design ideas that she has sketched for her job as well. Since I already know Megan, I was able to set up the interview over the phone. The reason that I chose to interview Megan is because of her talent and creativity, and her employers have chosen several of her designs to become actual Miche products.

**Career Research:**

Growing up I have always enjoyed art and fashion, and art classes were always my favorite in school. While I was in high school I even considered pursuing some kind of career in the field of art or design. Even though a career in the field of art is no longer my goal, I still have a love for art and being creative.

For those reasons, I decided to interview someone that works in the field of design and is creative on a daily basis. From this interview I would like to learn what kind of education and training that it takes in order to get this sort of job position, what a design assistant does on a daily basis, and the process that the designers and design department go through to produce a marketable product.

According to Miche’s website, Miche (pronounced mee-chee), began in 2004 when a young homemaker wished out of frustration that she could change just the outside of her purse, instead of having to find another handbag and transferring all of its contents when she spilled on her favorite purse. She then created the first prototype for a handbag with a removable and changeable outer shell, and Miche was born (http://www.michebag.com/our-story).

The design department, and design assistants like Megan, at Miche are responsible for designing the outer shells for the handbags that the company sells, as well as other accessories. According to the Bureau of Labor Statistics Occupational Outlook Handbook, a formal education isn’t required to become a fashion designer, but most designers in the industry have some formal education. Besides creating sketches and designs for products, fashion designers also choose the materials for the product and give the necessary instructions needed in order to produce the product (http://bls.gov/ooh/arts-and-design/fashion-designers.htm).

Employment for fashion designers is very competitive, and the demand for fashion designers is limited and the number of positions isn’t expected to grow (http://bls.gov/ooh/arts-and-design/fashion-designers.htm). Megan is very fortunate to have found a design position, especially in a relatively small city like Salt Lake.

**Interview Plan**

**Opening:**

Hi Megan! Thank you so much for taking time out of your weekend to speak with me, I really appreciate it.

As I mentioned when we were setting up the interview, this is an assignment for my college communications class in order to find out about a career that interests us, and I’m very interested in fashion and design. I’m going to be asking you some questions about the education needed to be in the field of fashion and design, what your typical day at work is like, and the process it takes to make a product at Miche.

I’m excited to hear what you have to say and what you can tell me about your career. The interview shouldn’t take more than half an hour, and I’ll be taking a few notes to help me remember our conversation, so, shall we begin?

**Body:**

**Topic 1: Education and Training**

To start off, one of the first things that I would like to hear about is your education and training in the field of fashion and accessory design.

1. Have you always been interested in the field of fashion and design, or what got you interested in these areas? (Primary, Open)
2. When you started college, was it always your intention to go into fashion and design? (Primary, Open)
3. How many schools in the country focus on and teach fashion design, and how difficult are they to get accepted into? (Primary, Open)

* What fashion school did you attend? (Secondary, Open)
* What was the application process like, and what was required in order to be accepted at your school? (Secondary, Open)

1. How long did it take to receive your degree, and what degree did you get? (Primary, Open)

* Would you have pursued a higher degree? (Secondary, Open)
* What was your experience like attending (name of interviewee’s school)? (Secondary, Open)

1. How much did it cost to attend your school? (Primary, Open)

**Topic 2: A Day in the Life of a Miche Design Assistant**

Now that I know about your education, I would like to find out about what your job is like on a typical day.

1. How does a typical day in Miche’s design department begin? (Primary, Open)

* What is the most the challenging task that you have to perform? (Secondary, Open)
* What is the least challenging? (Secondary, Open)

1. What do you enjoy most about your job? (Primary, Open)

* What you enjoy the least? (Secondary, Open)

1. What is your work schedule like at Miche? (Primary, Open)

* Do you feel like your schedule gives you enough time for your personal life? (Secondary, Closed)
* How many vacation and personal days are you allowed? (Secondary, Open)
* How flexible are they when you need to use a personal or vacation day? (Secondary, Open)

1. Do you feel that your work environment is conducive to creativity? (Primary, Closed)

* If Yes: Do you feel that the environment helps you to be more creative? (Secondary, Closed)
* If No: How do you feel that it inhibits your creativity? (Secondary, Open)

**Topic 3: From Conception to Creation of a Product**

My next questions are about the design process that you go through in order to create a Miche bag.

1. Is there a set process for bringing a product to the market? (Primary, Closed)

* Can you tell me about those steps? (Secondary, Open)

1. Does the design department collaborate as a team, or are the designs done on an individual basis? (Primary, Open)
2. How is the final design chosen for a handbag or accessory? (Primary, Open)
3. Can you tell me about the production of the product once the design has been finalized? (Primary, Open)

* Is there any kind of a quality check or test run for the item once it’s completed?   
  (Secondary, Open)
* Can you tell me a little bit about where the items are actually manufactured? (Secondary, Open)

1. Once a new item has been put into production and is available for purchase, what kind of promotion does the company do to make the consumer aware? (Primary, Open)

* What other marketing strategies does the company use? (Secondary, Open)
* Do you feel that those strategies are effective? Why or why not? (Secondary, Closed)

**Clearinghouse Questions:**

1. Are there any other interesting facts that you would like me to know about designing or the design process? (Primary, Open)
2. Is there any advice that you would like to give to someone that is looking to get into the fashion and design industry?

**Closing:**

I think that is all of the questions that I have for you. Thank you again for taking the time to speak to me, our interview was very enlightening. The insight that you gave me into the fashion world made me realize that a lot more goes into the design and production process than I would have expected.

The interview has been great. I really enjoyed speaking with you. Have a pleasant day, good bye!