Ashley Tuckett

Career Research Interview: Part 2

Communication 1010

June 28, 2012

**Interview Analysis Memo**

DATE: June 28, 2012

TO: Professor L. Jay Williams

FROM: Ashley Tuckett

SUBJECT: Interview Analysis Memo, COMM 1010

I was fortunate enough to have the chance to interview a Design Assistant who is employed at Miche. I know the Design Assistant that I interviewed, so I was able to get in contact with her easily to set up the interview.

I have always enjoyed fashion, and I’ve always had a curiosity about what it would take to make it in the fashion industry or a fashion related career, which is why I chose the interviewee and the occupation that I did. During the interview I learned how competitive getting an education in the field of fashion is, and the intensive process that is involved in creating a piece of fashion.

In this memo I outline and evaluate all of the information that I gathered while the interview was taking place.

**Summary of Lessons Learned**

***Education and Training***

While doing a little bit of research on the fashion and design industry before conducting the interview with Megan, I learned that although a formal education isn’t required to be a fashion designer, most people that go into the fashion industry have formal training. From my research and the interview I found out that although most in the industry get a formal education and training, a lot of experience and know-how is gained on-the-job.

Getting an education in fashion is extremely competitive. Megan received her Associates degree of Accessory Design from the Fashion Institute of Technology (FIT), in New York City, and the program that she graduated from had only 50 students that were chosen from a pool of 500 applicants.

Besides being highly competitive, design school is very expensive. Megan took all of her general education credits here at Salt Lake Community College, and for the one year that she attended FIT she spent around $15,000 on tuition, and tuition would have cost her more if she would have lived in the student housing. Besides the cost of tuition, in that one year Megan also spent an additional $5,000 on supplies for her courses.

***A Day in the Life of a Miche Design Assistant***

Most of a typical day for Megan is spent in contact with Miche’s factories and answering any questions that the factories may have about the production of the handbags and accessories, and re-pitching new fabric or hardware for a design if the original choice is no longer available. The rest of her day is spent creating new designs, and getting the measurements and other information together for each design that is needed for production.

Occasionally Megan has to travel for her job at Miche when the company holds special events, but her normal schedule is Monday through Friday from eight to five. Megan’s boss is very flexible and generous when it comes to employees needing to take time off.

While I was discussing Megan’s profession with her, she was very emphatic about the love she has for her job, and she feels very fortunate to be able to do what she received her education for. She is also very grateful that her schedule gives her plenty of time to see to her personal needs and interests.

***From Conception to Creation of a Product***

Since the handbag is at the heart of Miche, I asked Megan to tell me about the process and the various steps that goes into one of the company’s lines of purses. The first step for creating a line of handbags is coming up with the branding and how they want the purses to look. After the branding has been decided on, an advertising campaign is put together so the product can be presented to the consumer once it is ready for retail.

Each line of handbags has new releases every season, and in order to come up with the new designs, Megan informed me that the design department collaborates as a team to determine a theme for the season, after which each designer individually works on designs based on the new theme.

After designs are chosen, the design department works with the factories to set a price for the production of each new item. Once the needed materials are assembled for the items, pre-production samples are created. Pre-production samples, Megan told me, are created by the factories and sent back to the office for testing and approval. Upon approval, the factories can then begin to produce the new designs.

Megan also familiarized me with all of the various advertising and marketing methods that Miche uses to acquaint their customers with new handbags and accessories, and to gain new customers as well.

**Interview Analysis**

From this interview I caught a glimpse of what it would be like to have a career in an artistic and creative field. I also began to gain the knowledge of what it takes to conduct a successful interview.

***Analysis of Design Assistant as my Career Choice***

I love being creative and I think that having a job as a Design Assistant, and getting to have a hands-on involvement in the creation of a product would be a lot of fun. But as I’ve learned from my interview with Megan, it would also be a lot of work. Creating a product is much more involved than I anticipated, and I think for me, getting the required amount of designs in by their deadline would at times be a challenge.

I’m glad that I chose to interview Megan, and get an idea of what it would’ve been like for me if I would have stuck with my original plan of having a career in art or design. During the interview, Megan gave some great advice that would apply to anyone and whatever career they choose to pursue.

***Analysis of my Interviewing Process***

I am a natural introvert and I tend to keep to myself. More often than not I have a hard time talking to strangers and making conversation with people that I don’t know. These factors influenced my decision a lot when I was deciding who I should interview.

Since I am already acquainted with Megan, it made going through with the interview process a little easier for me, and helped me to be more at ease while I was asking questions.

In preparation for the interview, after I had decided on the questions that I would ask, I read through them several times before the interview took place. This helped me to remember the direction that I wanted the interview to go in, and made it easier since I didn’t have to check my outline as often. I tried not to go over the opening and closing of my interview too much because I didn’t want it to sound rehearsed, but they ended up being similar to what I had written down.

I took notes by hand during the interview, which was kind of a challenge because I was trying to keep up with Megan’s answers and get the main points down on paper without disrupting the flow of conversation too much. I wasn’t always successful at keeping the conversation flow smooth, and in the future I think that I would find some other method for taking notes.

Overall the interview went reasonably well, and I think that it gave me the confidence and the capability to interview someone that I’m not acquainted with in the future.

**Letter of Thanks**

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June 25, 2012

Mrs. Megan Silva

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West Jordan, UT 84088

Dear Megan,

Thank you for giving me the opportunity to interview you about your profession. Your responses to my questions were very fascinating.

You are a wonderful designer, and I marvel at your creativity. Our conversation really opened my eyes to the competiveness of the fashion industry and receiving a formal education in fashion and design. You also enlightened me about what an involved process it is to actually make fashion accessories, and have them be successful as well.

I am indebted to you for taking time out of your weekend to speak with me. Your assistance with my Communication assignment was very helpful. I gained so much knowledge from the interview, and I think I gained a greater appreciation for fashion!

Sincerely,

Ashley Tuckett