

CHECKLIST

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YOUR PERSONAL DOSSIER CHECKLIST

We want you to tell us about who you are and demonstrate why you would be a great fit for both Gensler and the DSD Program. To do this, create a single document that uniquely represents you.

The Personal Dossier should not be just a collection of independent documents gathered together in a PDF. It should be designed with a holistic appearance and composed in a manner that best tells your personal story. We highly encourage you to design it in a way that helps you tastefully stand out from all other applicants. Your Personal Dossier will be evaluated based on your ability to:

- tell us a compelling story
- clearly address the information requested
- communicate in both a written and graphic format

Below is a check-list of information and formatting criteria we are expecting to see in your Personal Dossier. This information can appear in any order:

- Personal statement that describes what drives, motivates and inspires you to join Gensler’s DSD Program. Describe what makes you an ideal candidate. (maximum of 500 words)
- Information typically found on a resume (educational background, work experience, extracurricular participation, awards, leadership, etc.)
- Three (3) examples of your project work including a description for each (maximum of 200 words per description) Work done within teams may be submitted, but the project description must outline your specific contribution.
- Your response to one (1) of the Case Studies which can be downloaded on the “How to Apply” page of the website.
- The total PDF file does not exceed 5 MB.
- The total PDF file does not exceed 10 pages.
- No single page within the PDF exceeds an ANSI B (11”x17”) / ISO 3 (297mm × 420mm/ A3).
- The PDF is named in the following manner: **lastname_firstname_middleinitial.pdf** - where “lastname” is your last name (family name) and “firstname” is your first name (given name).
- Uploaded with your online application by the deadline.

FAQs

Below are the answers to some frequently asked questions regarding your Personal Dossier and Case Study. If you don't find the answer to your questions below, email us at:

DSDProgram@gensler.com

PERSONAL DOSSIER FREQUENTLY ASKED QUESTIONS

Why are you asking for a Personal Dossier as opposed to a traditional resume and portfolio?

As design strategists in Gensler's Strategy practice, we are called upon to analyze, synthesize and articulate information to tell a compelling story that supports our strategic proposals. The Personal Dossier reflects this process.

What if my Personal Dossier exceeds 5 MB?

Our system can not accept files larger than 5 MB. It is better to think strategically about the file size and quantity of your graphics and the method you use to create your Dossier verses simply reducing the resolution of your entire document. Clarity and quality is important.

Will the Personal Dossier be printed or viewed electronically?

In most cases an applicant's Personal Dossier will be viewed electronically.

Can the PDF be a double-page spread (ex. two 11x17 pages side by side)?

The maximum size of any page in your Dossier can not exceed 11x17 / ISO 3 / A3, including double-page spreads. A vertical 8.5x11 double-page spread is acceptable as it does not exceed the size limit.

What type of project work should I include?

Your project work should reflect the best of your design background and education. They may be architecture, urban design or interior design projects; they may be writing or info graphic samples; pages from a report; or any other examples of your skills. In your examples, we don't want to just see the finished result, we want to see how you approached the project – what was your process and how did you translate research into concept then carried it into design.

Should the Personal Dossier be more graphic or more written?

We believe a picture is worth a thousand words, therefore we first try to communicate to our clients using information graphics, iconography and visuals whenever possible. However sometimes the written word is the best way to communicate an idea. Regardless of the medium, clarity and brevity is critical.

Should I include the same information I typically put into a resume into my Dossier?

Yes, the same professional information you would normally communicate on a resume should be included in your Personal Dossier. (But does not need to be in a traditional format.)

Should the Personal Dossier be portrait or landscape pages?

Either orientation is acceptable.

FAQs

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CASE STUDY FREQUENTLY ASKED QUESTIONS

Why are you asking applicants to answer Case Study questions?

Case study questions are used to test applicants' analytical skills, creativity and problem solving ability. These skills are critical to the type of work design strategists do at Gensler. They are also designed to give you real-world examples of challenges we face in the Strategy practice.

Can you provide more information on the scenarios described in the Case Studies?

No more information will be provided. You must make educated assumptions to create your response. Your approach to these Case Studies will show us how you respond to and thrive within ambiguity.

Are you looking for a specific answer to the Case Studies?

There is no specific answer to the case studies. We are evaluating your thought process and your ability to:

- reason logically.
- justify your points clearly.
- understand basic design industry principles.
- communicate your ideas successfully.

Am I allowed to ask others for help or do research to support my response?

You are highly encourage to research your response, this may include asking others questions. However we want your response to be a reflection of your ideas and thought process. It is not advisable to have others help you to frame your response.

Is one of the Case Studies viewed as more favorable to respond to?

All Case Studies are evaluated equally. The choices are designed to allow applicants with different backgrounds to find a Case Study they are best suited to respond to.

How do I integrate my response to the Case Study into the Personal Dossier?

It is up to you how you integrate the case study response. It can be a section within the Dossier or interwoven in with other content. The way you organize information in a clear and concise way is apart of our overall evaluation of the Dossier.

Is there a minimum or maximum number or pages or words for the Case Study response?

You have a maximum of ten (10) pages for your entire Personal Dossier. It is up to you how much of the Dossier you want to dedicate to responding to a Case Study.

Am I looked upon more favorably if I answer more than one Case Study.

No, we only want your response to one Case Study.