



## 2011 Professionalism Packet

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Dear Students,

Following are three ways to ensure that you are presenting a polished professional image, both now and throughout your time here at Duke Law. While not all are required, as interview season approaches once again, we strongly encourage all students to take this opportunity to focus on their professional image (*e.g.*, personal voicemail introductions, Facebook pages, posted photographs, etc.) and to make adjustments as needed.

### **1. Update Your Entry on the Online Directory - Check Your Picture & Add Your "Hometown"**

- Ensure your picture presents the image you wish for them to see.
- Add your "hometown" - employers find your hometown and state to be valuable information. Its inclusion could lead to additional interview or employment opportunities. Your "hometown" can be where you grew up, where you lived for a while before Duke, or wherever you were at "home."
- Check to make sure your undergraduate institution is correctly listed.

To submit a new photo to your student directory profile, sign in to the directory (using your net ID and Password) at [www.law.duke.edu/studir](http://www.law.duke.edu/studir). Once you've logged in, search for your profile by entering your last name in the search box. Select your name from the search results, and then click on 'edit my profile.' At the bottom of the page, you will see a box containing your current photo and a browse box that will allow you to submit a new photo.

***Please note:*** To submit a *print photo* for use on the student directory, you'll need to scan it and upload it to your profile on the directory. When scanning, be sure to scan the image at 300 dpi. Photos should be cropped to 300 pixels wide and between 300 and 450 pixels long in order to render properly in the directory.

**Need a professional portrait?** Some options are included on the next page.

### **2. Create Business Cards**

Students often find it useful for networking and interviewing to have their own student business cards bearing the name and logo of Duke Law. To order,

- Go to <https://eprint.universalprinting.com/Duke/index.html>.
- You will need to create an account prior to ordering products. Click on "New User Registration," and follow the instructions.
- Once you have logged on, go to "Duke Law School" under "Product Categories." The student business cards are on the first page (**Please be sure to order the "Duke Law STUDENT Business Cards," the second product on the first page**)

### **3. Create A Customized Acrylic Name Tag**

You can also order a customized name tag bearing the Law School's logo, your name, expected degree, and class year. Fuqua students wear such name tags to interviews, social events, networking programs, and other events, ensuring that they present a professional image and their name is presented prominently.

- Follow the instructions in the above “business card” section.
- Name tags are also found on the first page of product offerings.

***Please note:*** For security reasons, Universal Printing must ship all products bearing the Duke Law logo to the Office of Student Affairs. You will be notified by the Office of Student Affairs when your order has arrived and is ready for pick-up.

Thank you!

The CPDC Team  
The Office of Student Affairs

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#### **Need a professional portrait? Some options:**

- **Many commercial photo studios**, such as those at Sears, JC Penney, Picture People, etc., offer free photo sittings and charge anywhere from \$6.95 to \$20.00 for the purchase of individual photo prints. Sears offers a special price for two passport photo prints and a disk with a digital file for under \$20.00.
- **FedEx/Kinko's on 9<sup>th</sup> Street** (and at various locations nationwide) offers a set of two passport photos prints for \$13.95. (Digital files are not available).
- **Take your own photo.** Taking a nice photo is easy; just grab a friend to point and click, and keep a few photo tips in mind: Use a digital camera and take the photo outside, in natural but not direct light (cloudy days are great for photos). Pick a plain background that won't look too busy; turn your body and shoulders slightly to the side and then move your face back toward the camera. Wear professional clothing; solid-colored shirts (in medium-toned colors) and jackets work well. And smile!