creatively.

Phone App Manual
ENGL 107 - Fall 2022

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TABLE OF CONTENTS

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MANUAL OVERVIEW

This manual is intended to help you use Creatively, an app for job seekers in the creative and writing industries. Download the iOS app on the App Store.

Creatively offers the following features:
- Create an Online Portfolio
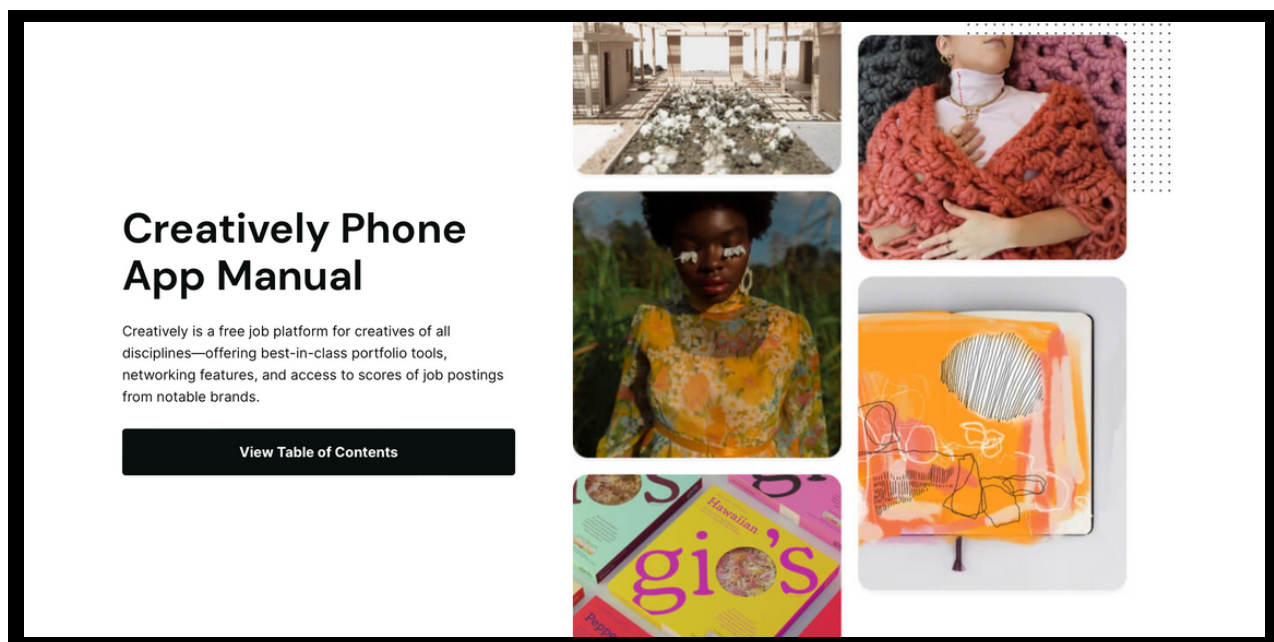- Search for a Job
- Showcase Your Work

These features will be described in the Task Instructions.

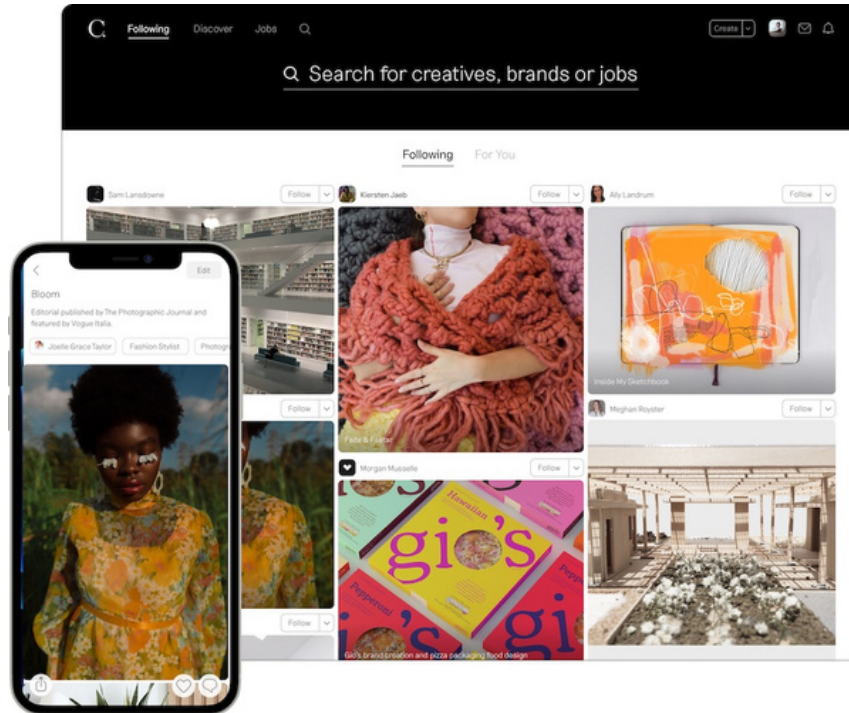**The following style conventions are used in this document:**
- **Bold:** Headings, Product Features, Instruction Task
- *Italic:* Figure/Image Captions

Looking for an online version of the Creatively Phone App Manual?
Visit <u>creativelymanual.wordpress.com</u>

PRODUCT OVERVIEW

Creatively is a networking platform for professionals in creative fields. Artists, writers, and designers can upload portfolios and showcase their work using a stylish, minimalist interface.

The Creatively app is compatible with:
- iPhone iOS 13.0 or later
- iPod touch iOS 13.0 or later

Employers can post job listings and connect with members skilled in illustration, graphic design, photography, film, animation, and more.

You will be able to search for opportunities based on industry, time commitment, and whether you prefer location-based or remote work. This makes it easier to find a position that fits your needs.
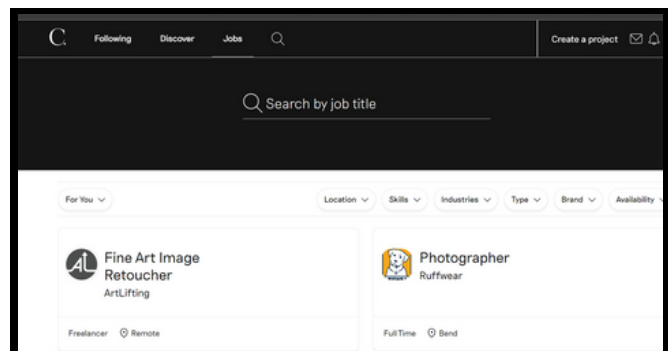
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FEATURES
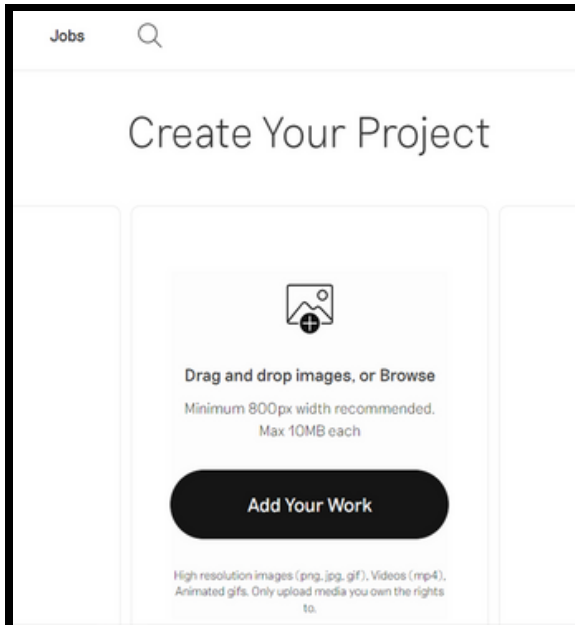
No. 01 — Create an Online Portfolio

Establish an online portfolio by uploading your work to Creatively.

Tag fellow collaborators and connect with other artists on Creatively by following them.

No. 02 — Search for a Job

Use the **Jobs** tab to browse dozens of jobs posted by employers looking for creative minds! Use the job filters to find the perfect job for you.
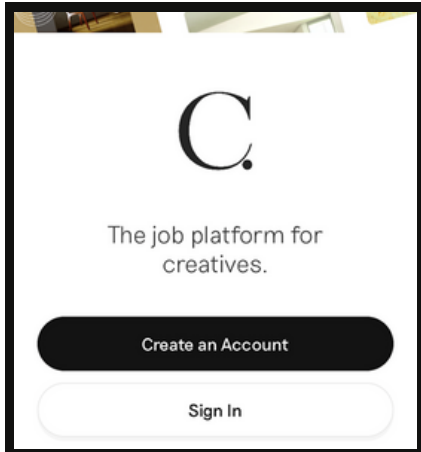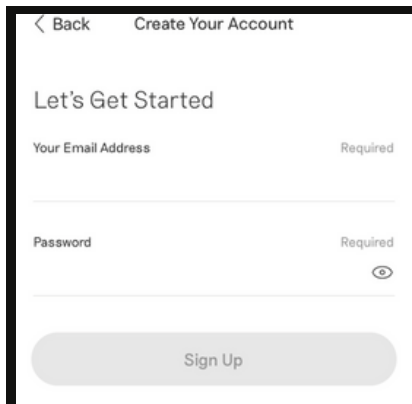

No. 03 — Showcase Your Work

Submit your work to CreativelyMade for the chance to receive up to $5000! The top three submissions with the most votes at the end of a week will be entered into a monthly pool. At the end of a month, one winner will be drawn from the pool to win a prize!
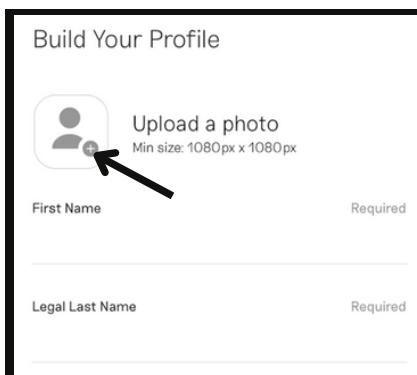
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CREATING A PROFILE

Fig. 1: *Start-Up Page*

Fig. 2: *Account Creation*

Fig. 3: *Profile (Photo and Name)*

01. Open the **Creatively App** and select **Create an Account** *(See Fig. 1).*

02. Enter your **Email Address** *(See Fig. 2).*

03. Enter a **Password** for your new account.

04. Tap the black **Sign Up** button in the middle of the screen.

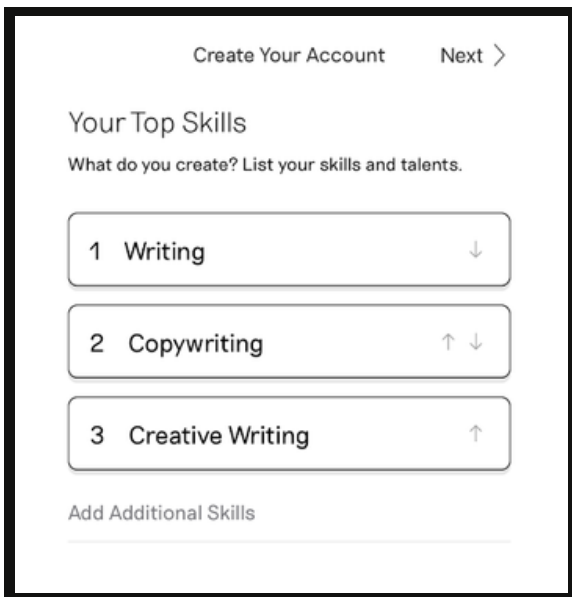**05.** To **Upload a Photo**, tap the profile picture icon on the left of the screen *(See Fig. 3).*

06. Select a picture from your **Camera Roll** to represent you and your work.

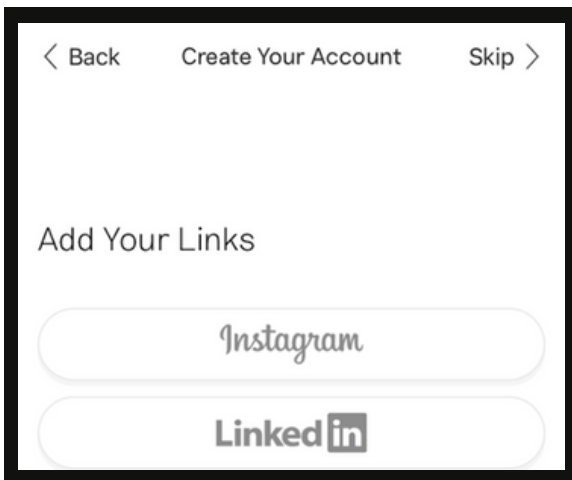**07.** Enter your preferred **First Name**.

08. Enter your **Legal Last Name**.

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Fig. 4: *Profile (Location and Username)*

Fig. 5: *List of Top Skills Example*

Fig. 6: *Social Media Links*

09. *(Optional)* **Enter the Location** you currently reside and pick from the **Suggested Locations** listed *(See Fig. 4).*

**10.** Create a **Username** which will be used for your unique profile URL.

*Note: The entry box will turn red if the **Username** is **Unavailable** because it is already in use or green if it is **Available** to use.*

11. For **Your Top Skills**, type in your areas of expertise and a list of **Suggested Skills** will drop-down for you to choose from *(See Fig. 5).*

*Note: To include any **Additional Skills**, repeat Step 11 in the search bar.*

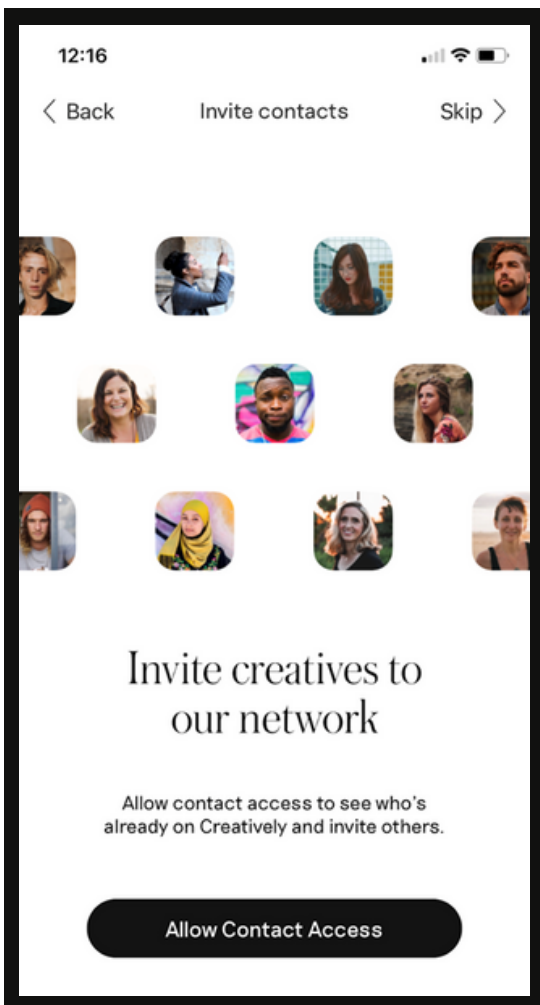**12.** Tap **Next** in the top right hand corner.

13. Connect your social media accounts by tapping the platform name of your choice *(See Fig. 6).*

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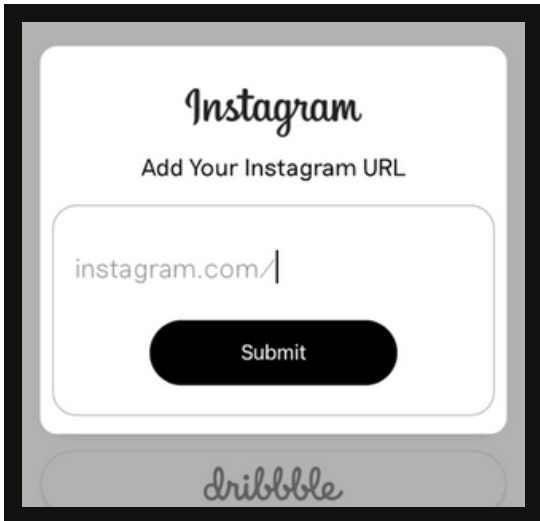
Fig. 7: *URL Entry*

14. Enter your social media account URL and tap the black **Submit** button *(See Fig. 7)*.

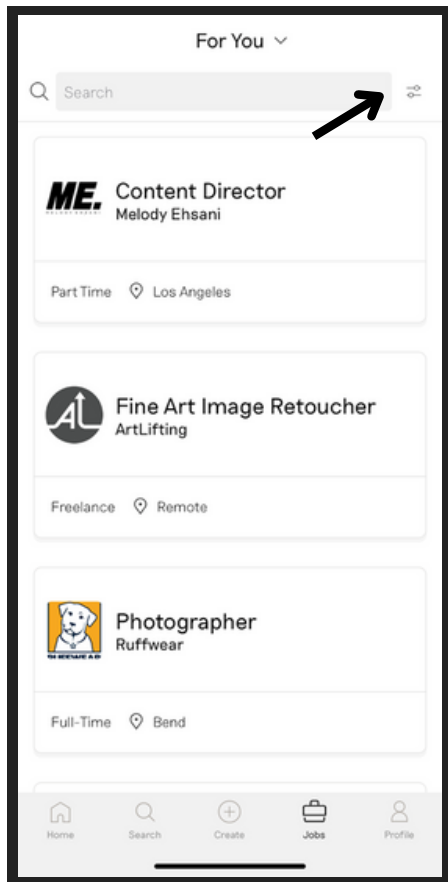*Note: Decline this step by pressing **Skip** in the top right hand corner.*

Fig. 8: *Contact Access Permission*

15. To grow your network, tap the black **Allow Contact Access** button (*See Fig. 8)* at the bottom of the screen.
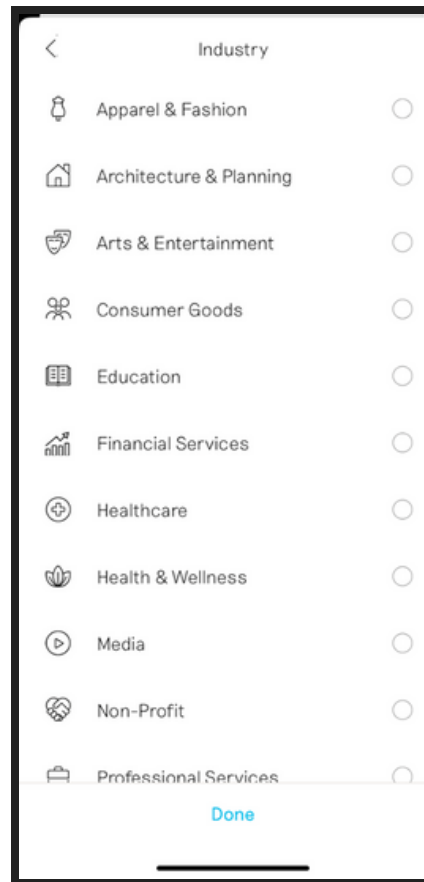
*Note: To decline this step, press **Skip** in the top-right hand corner.*

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APPLYING JOB FILTERS


Fig. 9: *Jobs Filter Icon*

Fig. 10: *Industry Categories*

Note: None of these filters are required, they are only meant to help narrow down your job search.

01. Select the **Jobs** icon in the tab at the bottom of your screen.

02. On the right of the search bar, tap the sliding knob symbol to bring up the menu of **Filters** *(See Fig. 9).*
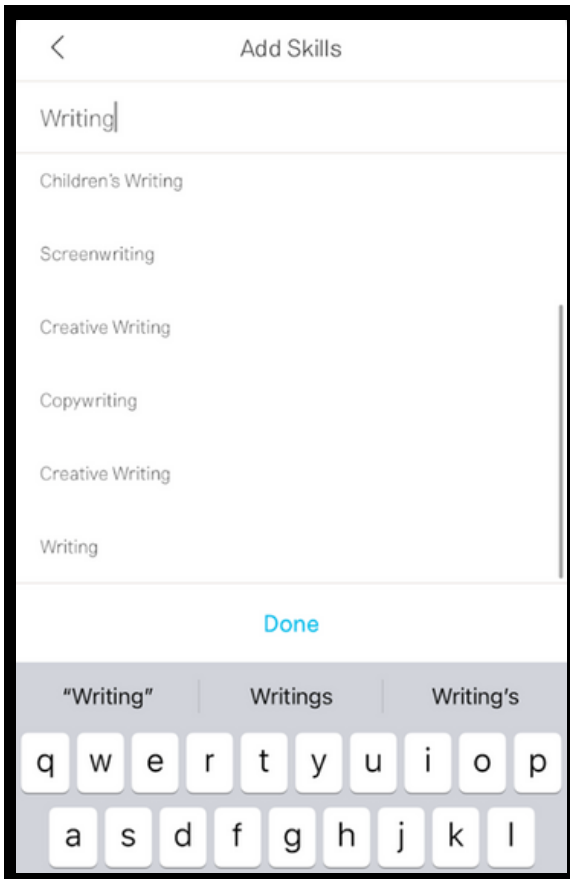
03. Select the **Industries** bar at the top and choose which fields you are looking for work in *(See Fig. 10).*
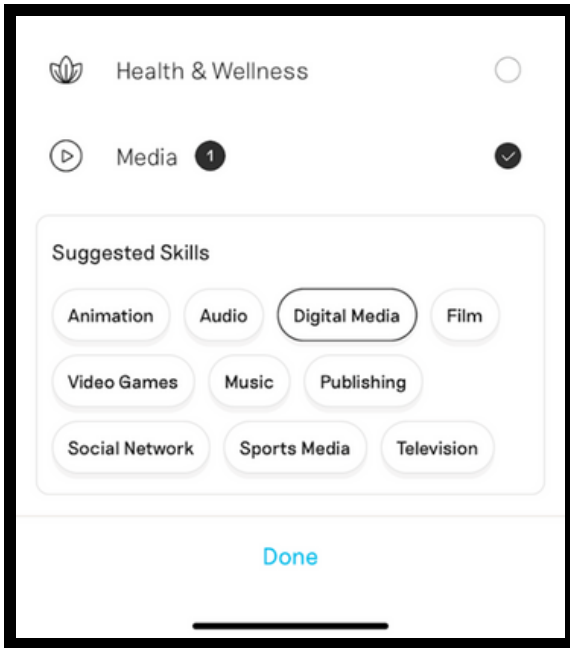
Fig. 11: *Suggested Skills*

04. In the drop-down window of **Suggested Skills,** tap any of the areas of expertise that you possess *(See Fig. 11)*.
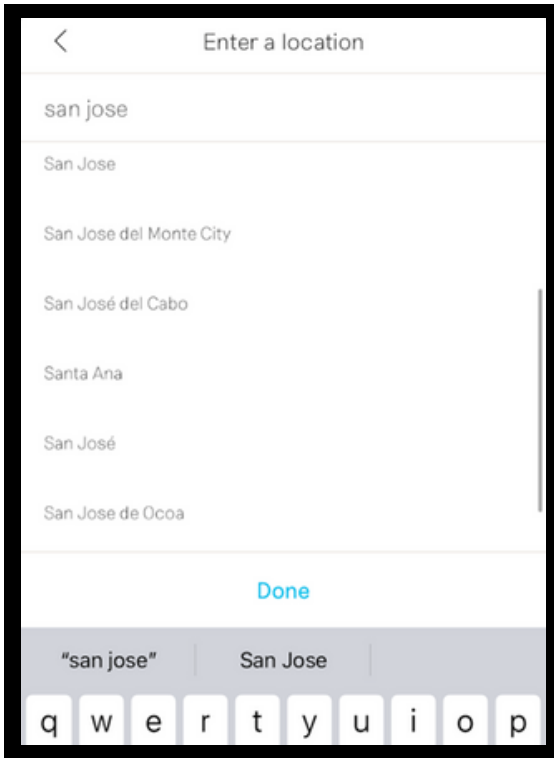
05. Touch the blue **Done** at the bottom of the screen.

Fig. 12: *Skills Entry Box with Results*

06. Next, tap **Skills** tab and in the entry box type in any skills you wish to apply.
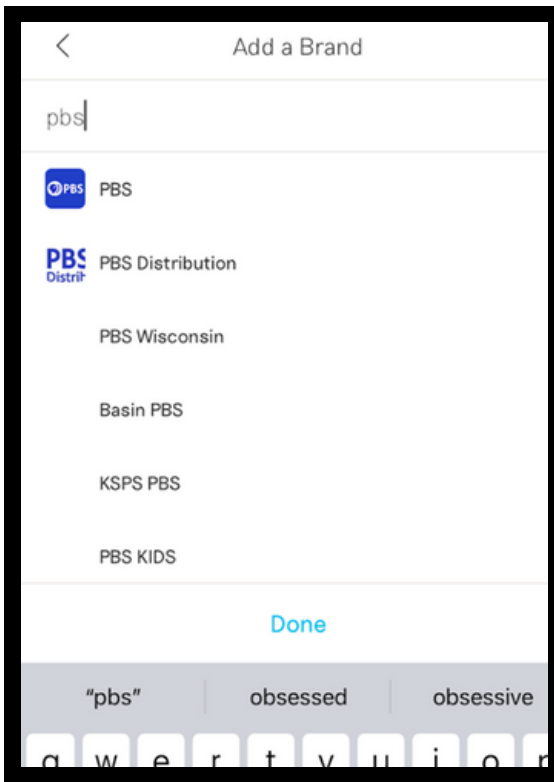
07. Select from the results below and tap the blue **Done** in the middle of the screen *(See Fig. 12).*

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Fig. 13: *Location Entry Box with Results*

**08.** Select **Locations** and type in the city or country you want to work *(See Fig. 13)*.

09. Pick your desired location from the results below and tap the blue **Done** in the middle of the screen.

Fig. 14: *Brand Search Bar with Results*

10. Choose the brand you would like to work with by tapping **Brands** and typing the company in the search bar *(See Fig. 14)*.

11. Select the company from the search results and touch the blue **Done** in the middle of the screen.

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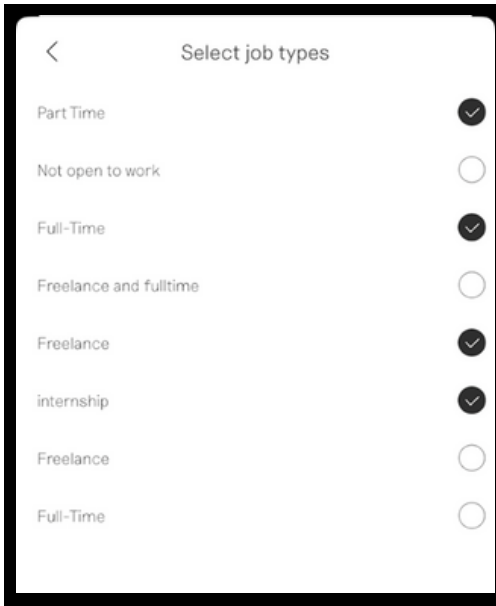
Fig. 15: *List of Job Types*

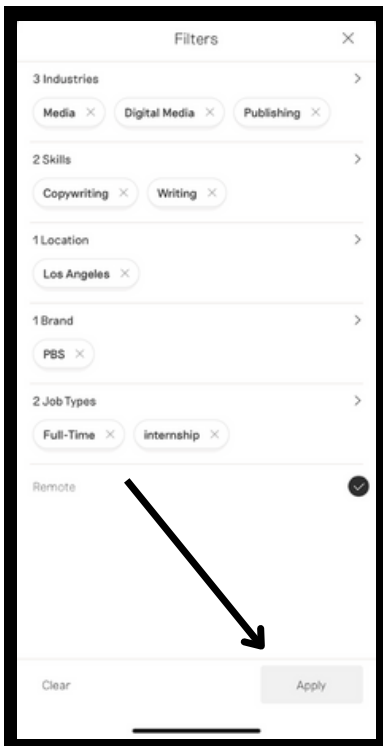**Fig. 16:** *Remote Work Option*

Fig. 17: *Apply Button*

12. Tap **Job Types** and pick the levels of employment you are seeking, such as full-time, part-time, internship, or freelance *(See Fig. 15).*

13. Select all that apply and tap the blue **Done** at the bottom of the screen.

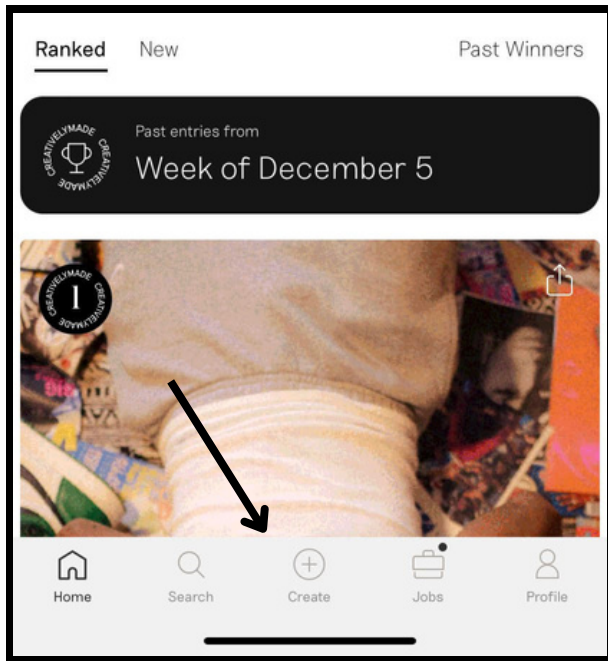*Note: If you are seeking remote work, check off **Remote** at the end of the list of **Filters** (See Fig. 16).*

14. Tap the gray **Apply** button at the bottom, right-hand corner *(See Fig. 17).*
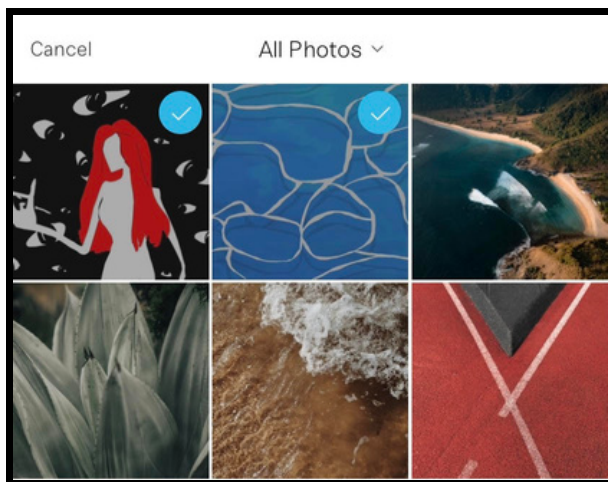
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UPLOADING PROJECTS

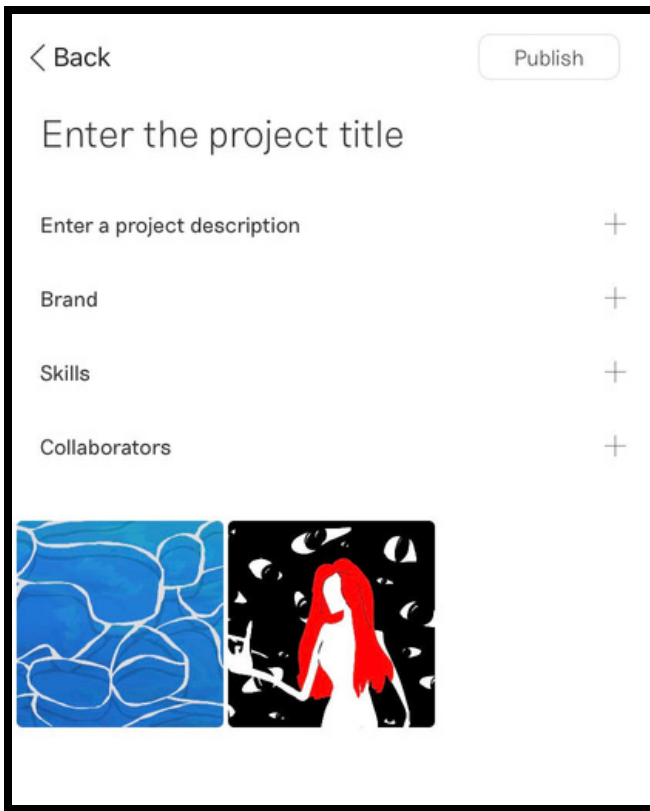*Note: Access to the **Camera Roll** must first be granted by the user.*

Fig. 18: *Create Icon*

01. Tap the **Create** icon in the middle tab at the bottom of your screen twice *(See Fig. 18).*
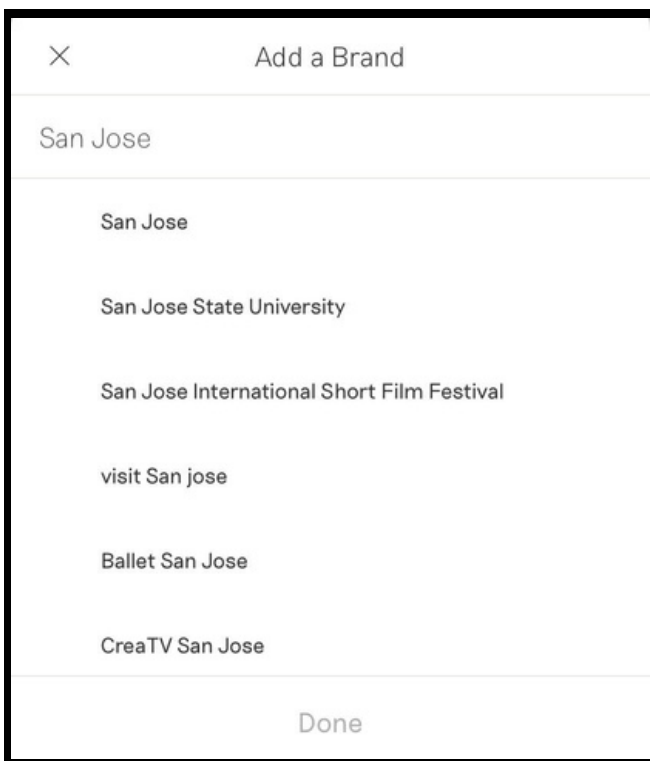

Fig. 19: *Camera Roll Selection*

02. Select the image(s) from your **Camera Roll** you would like to add to your portfolio, then tap **Next** at the bottom of your screen *(See Fig. 19).*

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Fig. 20: *Project Details Page*

03. In the **Project Title** text box at the top of your screen, enter the title of your project *(See Fig. 20).*
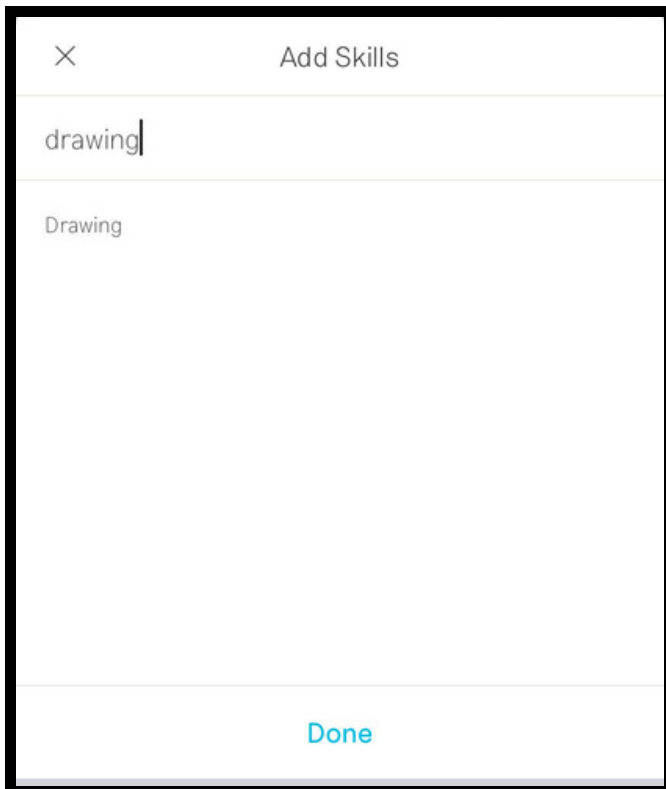
04. In the line underneath, write a description of your project.

Fig. 21: *Brand Search Bar*
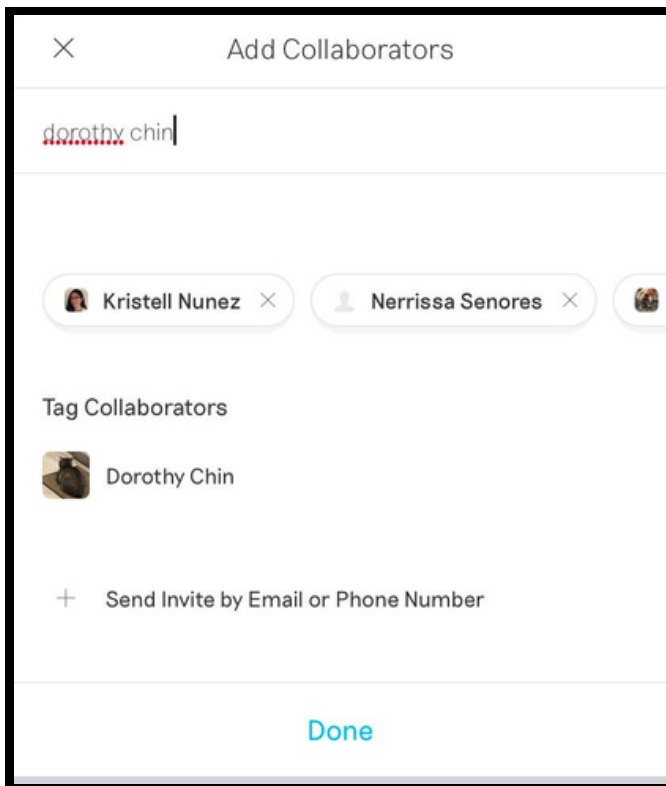
05. Next, tap **Brand.**

06. Type the name of the organization your work is affiliated with and select any of the results, if applicable *(See Fig. 21).*

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Fig. 22: Skills Search Bar

07. Tap **Skills.**

08. Type which field(s) that this project demonstrates your experience in and choose from the options listed *(See Fig. 22).*

Fig. 23: Finding your Collaborators

09. *(Optional)* If this project was a collaboration, tap **Collaborators**, enter their names or emails, and select their profile from the results, if they appear *(See Fig. 23).*
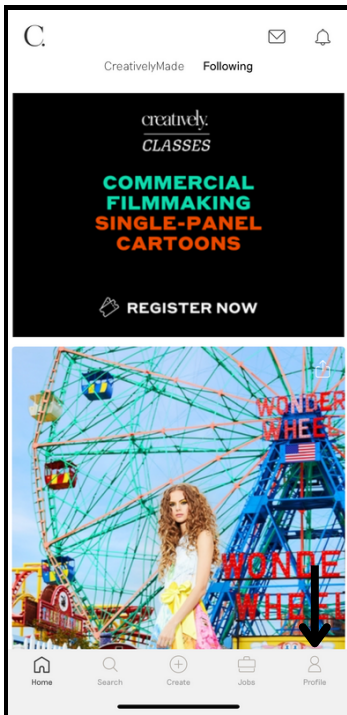
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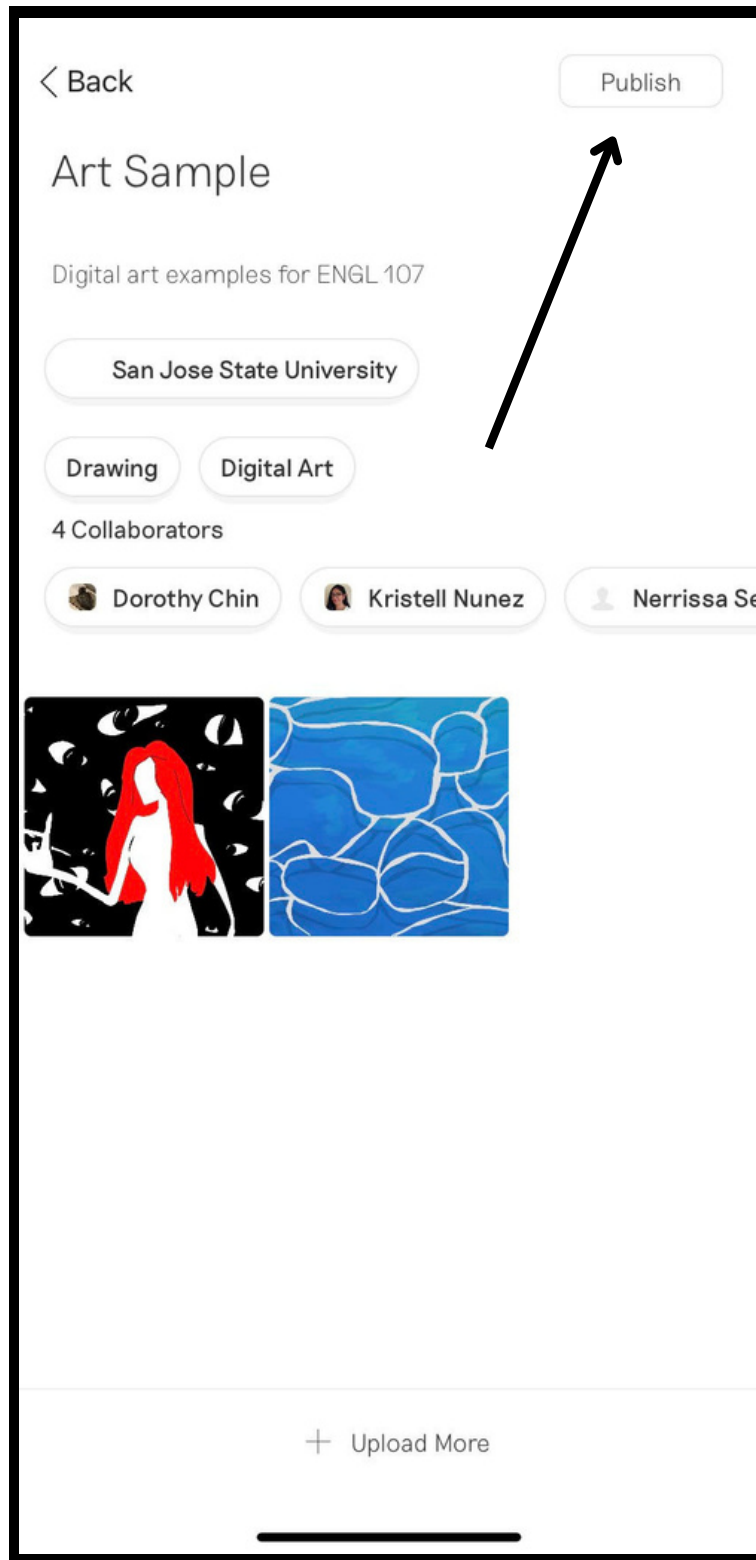
Fig. 24: *Ready to publish*

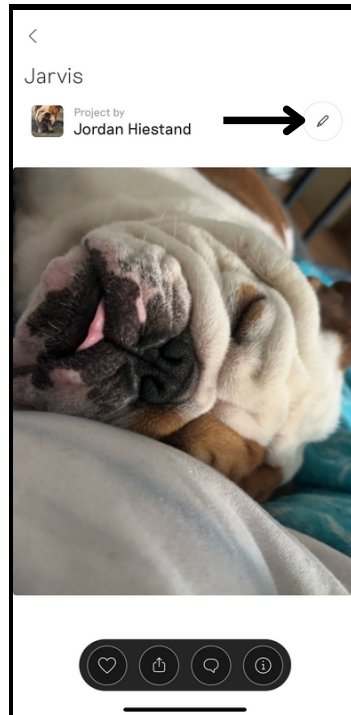**10.** Tap the **Publish** button at the top right-hand corner of your screen *(See Fig. 24).*

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How Do I Delete a Project?

Fig. 25: *Profile Icon*

Fig. 26: *Edit Icon*

01. From the home screen, select the **Profile** icon at the bottom of your screen *(See Fig. 25).*

02. Tap on the project you want to delete.

03. Tap on the pencil icon in the top right corner *(See Fig. 26).*
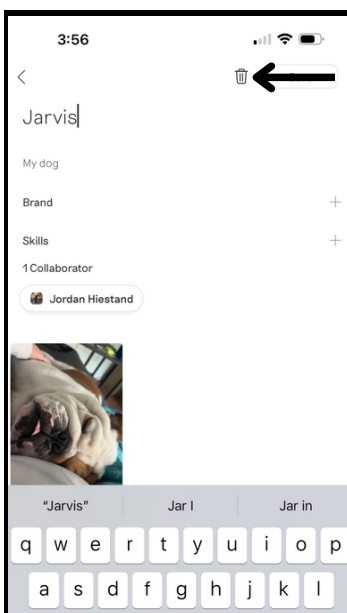
Fig. 27: *Delete Icon*
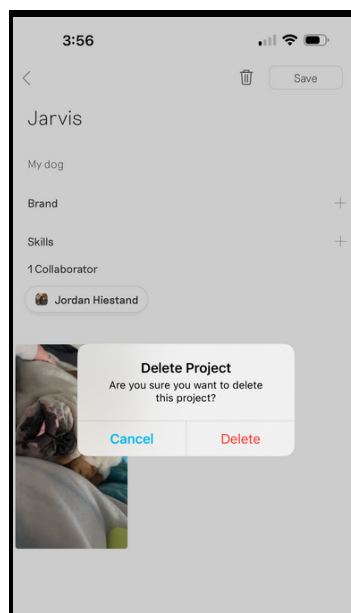
Fig. 28: *Delete Project Pop-up*

04. Tap on the trash can icon in the top right corner *(See Fig. 27).*

05. Select **Delete** *(See Fig. 28).*

How Do I Share a Project?

Fig. 29: *Profile Icon*
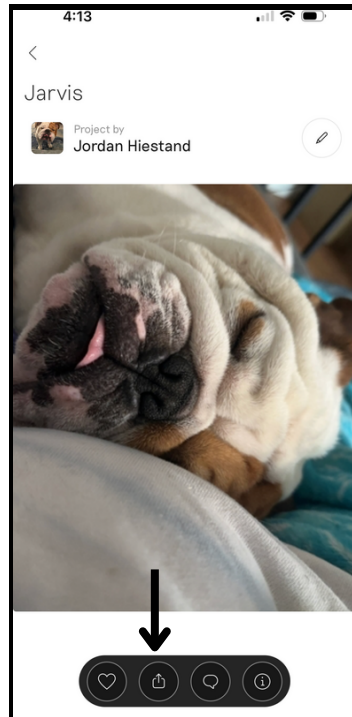
Fig. 30: *Share Icon*
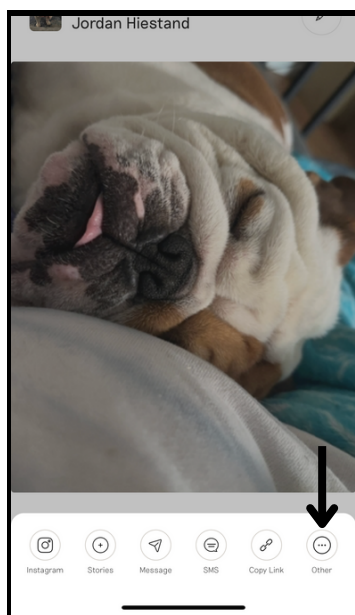
01. From the home screen, select the **Profile** icon at the bottom of your screen *(See Fig. 29).*
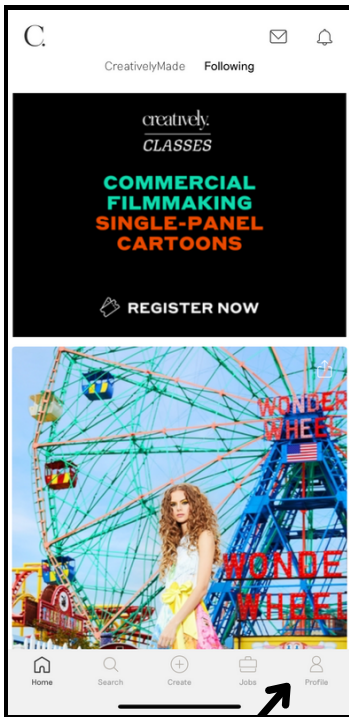
02. Tap on the project you want to share.

03. Tap on the **Share** icon at the bottom of your screen *(See Fig. 30).*

Fig. 31: *Share Menu*

04. Select your desired sharing method from the menu.

*Select the **Other** icon if you'd like to share your project with external apps or contacts (See Fig. 31).*

05. Add desired text to your post.

How Do I Follow an Account?

Fig. 32: *Search Icon*

01. From the home screen, select the **Search** icon at the bottom of your screen *(See Fig. 32)*.

02. In the search bar at the top of your screen, enter the name of the account you want to follow.

03. Tap the **Search** button on your keyboard.
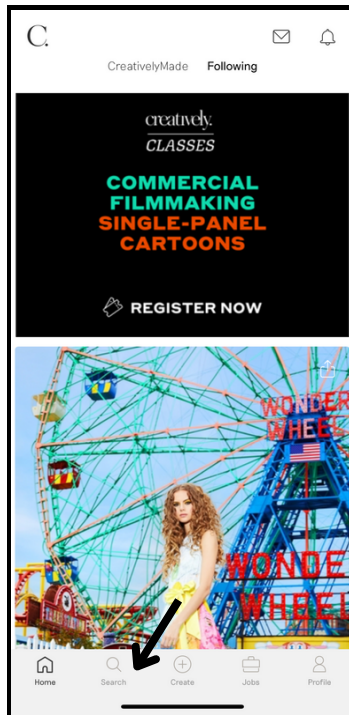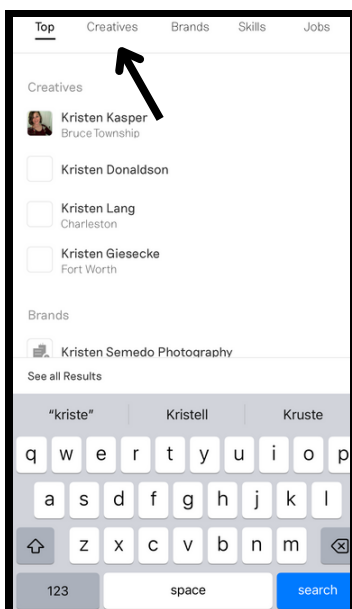
Fig. 33: *Creatives Filter*

Fig. 34: *Follow Button*

04. To reduce your search results, tap the **Creatives** filter below the search bar *(See Fig. 33)*.

05. Select the account you want to follow from the list.

06. Tap the **Follow** button in the top right corner of the profile *(See Fig. 34)*.

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How Do I Unfollow an Account?
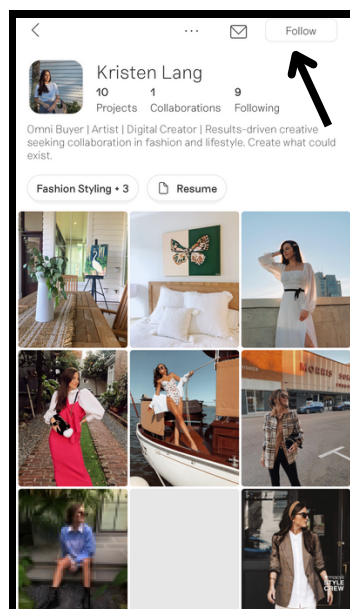

Fig. 35: Unfollow Button

01. From the home screen, select the **Search** icon at the bottom of your screen.

02. In the search bar at the top of your screen, enter the name of the account you want to unfollow.
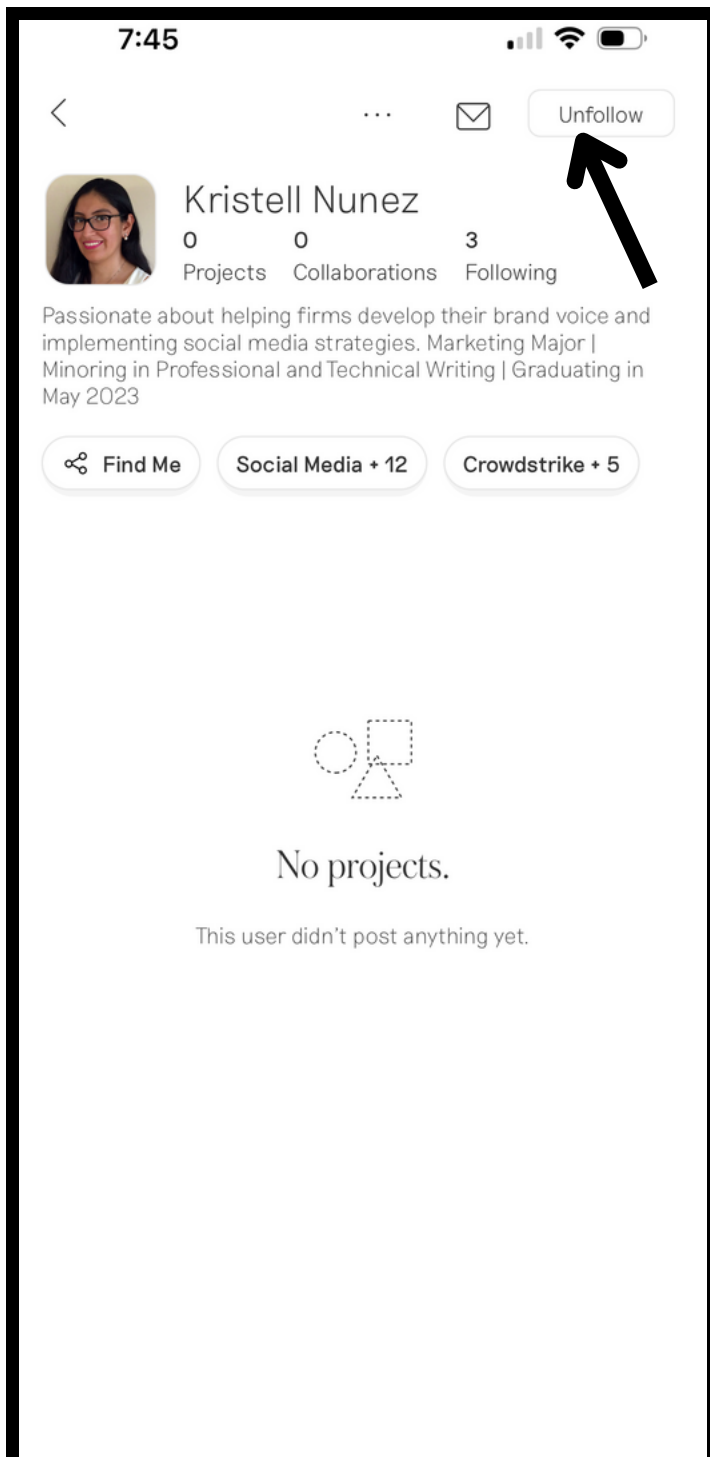
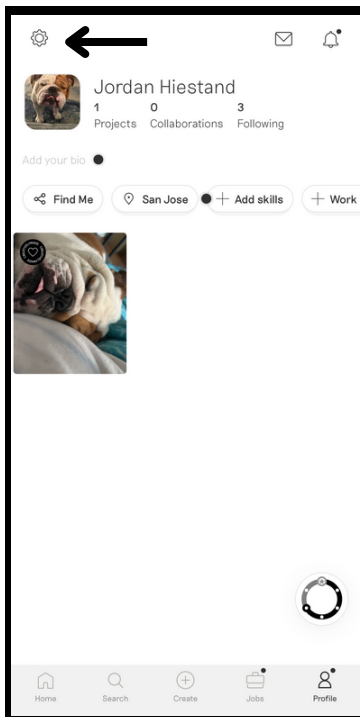**03.** Tap the **Search** button on your keyboard.

04. To reduce your search results, tap the **Creatives** filter below the search bar.

05. Select the account you want to unfollow from the list.

06. Tap the **Unfollow** button in the top right corner of the profile *(See Fig. 35)*.

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How Do I Delete My Account?

Fig. 36: *Settings Icon*
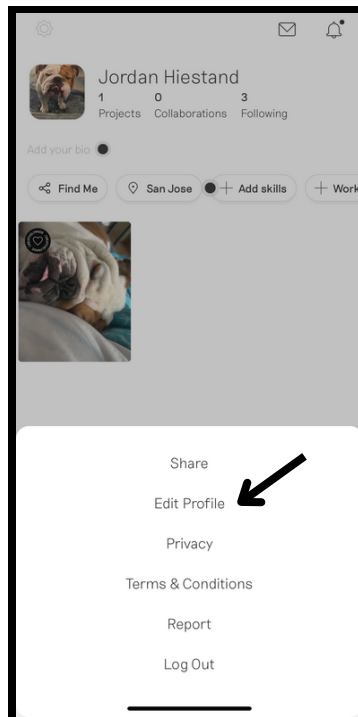
Fig. 37: *Edit Profile*

01. From the home screen, select the **Profile** icon at the bottom of your screen.

02. Tap the **Settings** icon in the top left corner of your profile *(See Fig. 36)*.

03. Tap **Edit Profile** from the pop-up menu *(See Fig. 37)*.
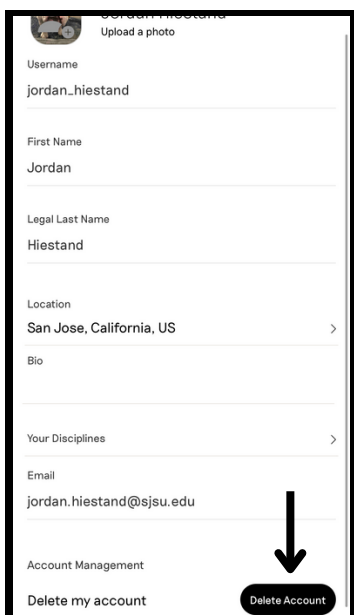
Fig. 38: *Delete Account*
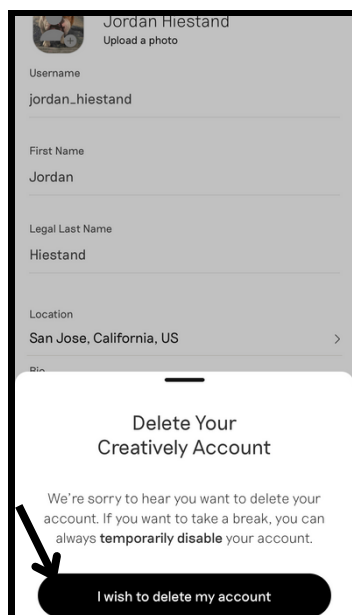
Fig. 39: *I Wish to Delete My Account*

04. Tap the **Delete Account** button from the bottom right corner of your screen *(See Fig. 38)*.

05. Tap the **I wish to delete my account** button *(See Fig. 39)*.

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GLOSSARY

*Defining the **Jobs** tab terms*

3 Skills   Select 3 of your top creative skills to refine your job search.

Availability   Select if you want a *Freelance* or *Full Time* job.

Brand   Type in your dream brands here. You can only type in one business at a time.

For You   Allows you to broaden or narrow down the jobs you are interested in.

Industries   Select your creative industry field here or the industry closest to your ideal. You can select as few or as many industries as you want.

Location   Type in your city or push the *Remote* switch in the drop=down filter.

Type   Select either *Part-Time*, *Full-Time*, *Internship*, or *Freelance* to narrow or broaden available jobs that match your preference(s).

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Content Strategy

End-to-end in planning, creating, delivering, and monitoring content to achieve business goals. Content is audio, visual, and written material.

Copy Writing

Writing text for marketing purposes to prompt a specific action by the user.

Creative Direction

Strategically creates, plans, and delivers marketing concepts of a brand's overall vision.

Digital Art

Expressing a client's needs via art using digital technology.

Drawing

Expressing the client's needs through visual illustration via various mediums.

Graphic Design

Expressing the client's needs through visual and textual content.

Illustration

Expressing the client's needs via drawing, sketching, painting, or other graphic representation.

Painting

Expressing the client's concept via painted visuals or illustrations on various mediums.

Sketching

Expressing the client's concept via a rough preliminary drawing or illustration before actualizing it with greater detail.

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Social Media	Planning, creating, sharing, and publishing original content (text, visual, or audio) via social platforms that build meaningful brand awareness and customership and foster community.

Videography	Responsible for small and large-scale video productions via recording content. The type of video content varies. Some examples are documentaries, commercials, tutorials, etc.

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