



Graduate
Destinations
Survey



2011

Careers Advisory Service



Contents

1. Introduction	<i>page 4-5</i>
2. Overall Findings	
2.1 Present Situation	<i>page 6 - 7</i>
2.2 Employment	<i>page 8 - 9</i>
2.2.1 Employment: Routes	<i>page 10 -11</i>
2.2.2 Employment: Sectors	<i>page 12 -14</i>
2.2.3 Employment: Salary	<i>page 15</i>
2.2.4 Employment: Relevance	<i>page 16 -18</i>
2.2.5 Employment: Job Satisfaction	<i>page 19</i>
2.3 Self-Employment	<i>page 20</i>
2.4 Unemployment	<i>page 21 - 22</i>
2.5 Internships	<i>page 23</i>
2.6. Volunteering	<i>page 24 -26</i>
2.7 Further Study	<i>page 27 - 30</i>
2.8 Travel	<i>page 31 - 32</i>
3. Employment & Further Study Examples	
3.1 School of Business & Humanities	<i>page 36-44</i>
3.2 School of Creative Technologies	<i>page 45-50</i>
3.3 School of Creative Arts	<i>page 51 – 58</i>
4. Career Profiles	<i>page 59 - 65</i>

Introduction: Class of 2011



Introduction: Class of 2011

The seventh annual survey of iadt graduate career progressions was carried out in June/July 2012. Graduates were contacted by email and by phone and asked to complete an online survey on surveygizmo.com . This year the social networking site LinkedIn was used as an additional source of data. LinkedIn provides summaries of users' professional cv's and, where users have inputted comprehensive career details, it has proved to be an excellent means of tracking graduate progressions. The outcome of using this source of data was that valid information was collected on up to 85% of graduates of 2011 compared to 66% in last year's survey of the class of 2010.

The usual health warning applies for this year's survey as in previous years. As a 'First Destinations Survey' the data collected represents only a snapshot in time and doesn't uncover the kind of picture that a longitudinal survey would reveal. But clear patterns do emerge in the twelve months or so after the completion of programmes which give some indications of the longer-term outlook for graduates.

The chart of key comparative statistics of the past six years (see p.7) shows a slight improvement in the overall percentage finding employment of some sort (including self-employment) in the year after finishing in iadt compared to the 2010 cohort: **44%** compared to **40%**. In comparison with an overall employment rate of 67% at the height of the Celtic Tiger boom in 2007 the employment figure still very much reflects the underlying difficulty of finding work in the current climate.

On the credit side, when the survey moves on to more detailed and searching questions about patterns and quality of work, routes to employment, further education, training and internships, salary levels, and relevance of work to disciplines studied, strong evidence of resilience, creativity and real career progress are to be seen. The selection of Graduate Profiles in section three of the report bear witness to this.

A bottom-line statistic which is a focus of interest each year is the percentage of graduates who are still without work and actively searching at the time of the survey. This year this figure is at **18%**, down one point on last year, but still a significant indicator of the persistence of the employment downturn. Perhaps of greater concern is the figure of **70%** of those currently in employment who express underlying dissatisfaction with their current employment and are actively looking for other/alternative employment. New graduates are prepared to accept 'filler' jobs for a variety of reasons. Some feel they have no alternative, others want to focus on making money to fund further study, while others hope that being in employment will open up better opportunities for them on the principle that "being in a job helps you find a job".

Not surprisingly the outstanding feature of jobs which graduates of 2011 have found is their transitory or interim nature. The length and quality of employment varies hugely and the data on 'job satisfaction' tries to capture the pros and cons of filler jobs which are seen as stepping stones to advancing career progression. As in other years there is plenty of evidence of the transferability of skills, most marked in the disciplines of art/humanities and applied psychology. This year one of the best paid fulltime jobs seen is an English Media & Culture Studies graduate who found a quality control position with a pharmaceutical company. However, the student's rating of job satisfaction is only in the median point of a five-point rating scale. Overall, the highest indices of job satisfaction are seen in career progressions which are congruent with graduates' discipline areas. But the general

picture among the majority of graduates is that it is taking considerably longer than the initial twelve months after graduation to arrive at that ideal 'graduate job'.

There is clear evidence that the internship route is an increasingly common method of recruitment by employers in specialised disciplines such as IT, design, animation and arts management. Again, the value, quality and outcomes of internships vary greatly. The survey specifically asks for details about graduates' experience of internships and we see that they range from the marginally exploitative to real career-building opportunities leading to full contracts. Some employers regard an internship (paid or unpaid) as a probationary period in which to assess a candidate's potential for ongoing employment. Others regard it as a means of getting work done for free or cheaply, inflating the often questionable cv-building opportunity they are offering. An animation grad (now on a full contract and ticked the highest category of salary in the survey) described his internship experience with a New York company as follows:

"Served coffee and did reception work for clients and staff. I was allowed train in the design and 3D depts. more and more as my work internship progressed."

This suggests that there is still something to be said for 'getting a foot in the door', being prepared to start at the bottom floor and work your way up. The rather uneven internship experiences seen in the survey serve to reinforce the need for graduates to be cautious and discerning about these opportunities but also to be open to the possibilities they can present. Employers are naturally more cautious these days about committing early to fuller contracts with new graduates and it is reasonable that they will use the graduated approach which internships allow.

The scale and range of progression to postgraduate courses has been maintained from previous years. Examples of 'conversion courses' indicate strategic thinking on the part of graduates who are becoming more aware of the combinations of skills that employers are seeking:

- A Business Enterprise graduate went on to do a HDip in Online Marketing and Digital Strategy in DBS.
- An EMCS grad has taken on a Masters in Science Communication in DCU.
- An Applied Psychology graduate went on to do an MA in Public Relations in DIT.

In the year in which we received news that one of our 2007 EMCS grads has qualified as a medical doctor through UL's Graduate School of Medicine it is encouraging for current students to realise that their career choices, whatever their particular discipline, can be as wide as their imaginations.

I would like to acknowledge the excellent work done by Daire O'Cleirigh, a graduate of Applied Psychology, as the Research Assistant for this year's First Destinations Survey. We wish him all the best in his future career.

I am always happy to discuss any aspects of this Survey Report with interested members of staff or to make customised classroom presentations to current students.

Paul Murphy

Careers Officer IADT

September 2012

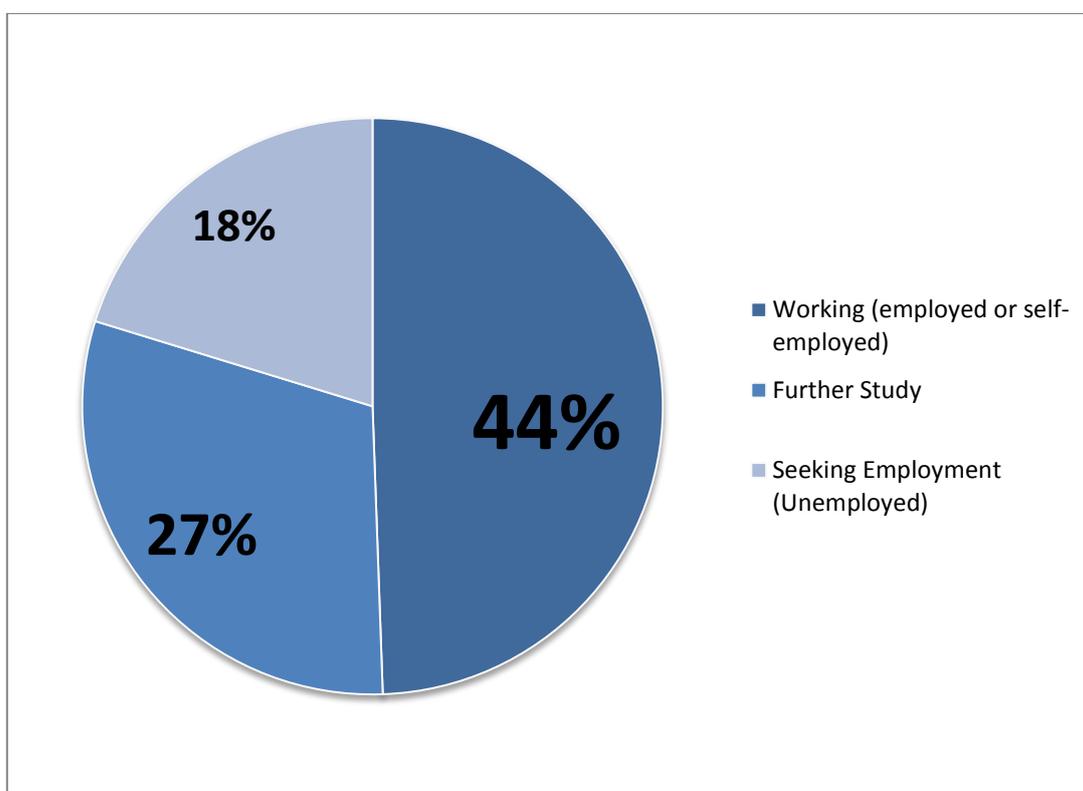
Overall Findings



2.1 Present Situation

Question 1

Please decide which one of the following best describes your present situation.



Information contained within this report represents data gathered pertaining to 85% of the Institute's 2011 graduates. It is important to note that graduates were asked to select the option which best reflected their current situation in view of their long-term career aspirations.

Key comparative data – Last six years

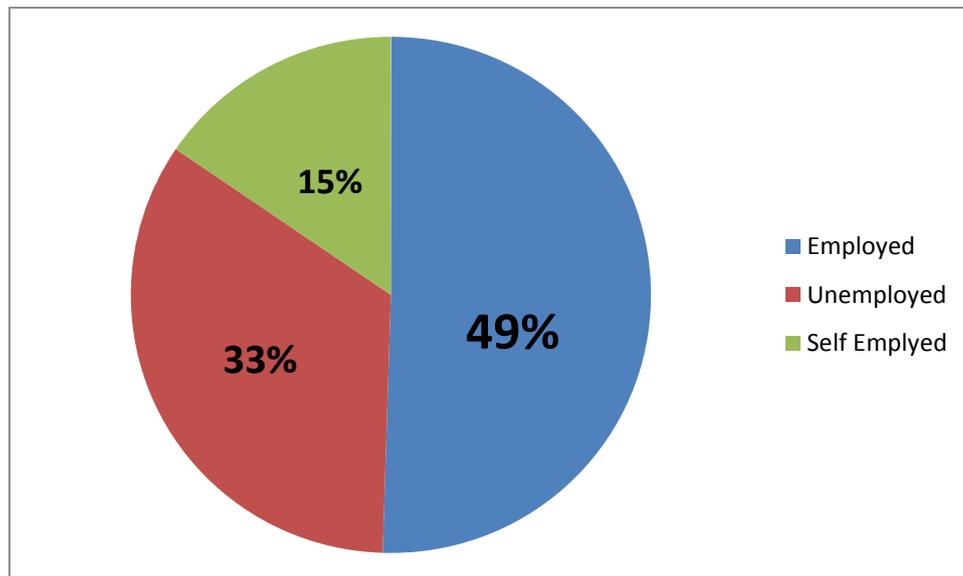
	2011	2010	2009	2008	2007	2006
Working (employed or self-employed)	44%	40%	46%	56%	63%	55%
Further Study	27%	28%	37%	29%	26%	36%
Seeking Employment (Unemployed)	18%	19%	12%	10%	7%	6%

* Further study category includes those progressing from level 7 to level 8 degrees

2.2 Employment

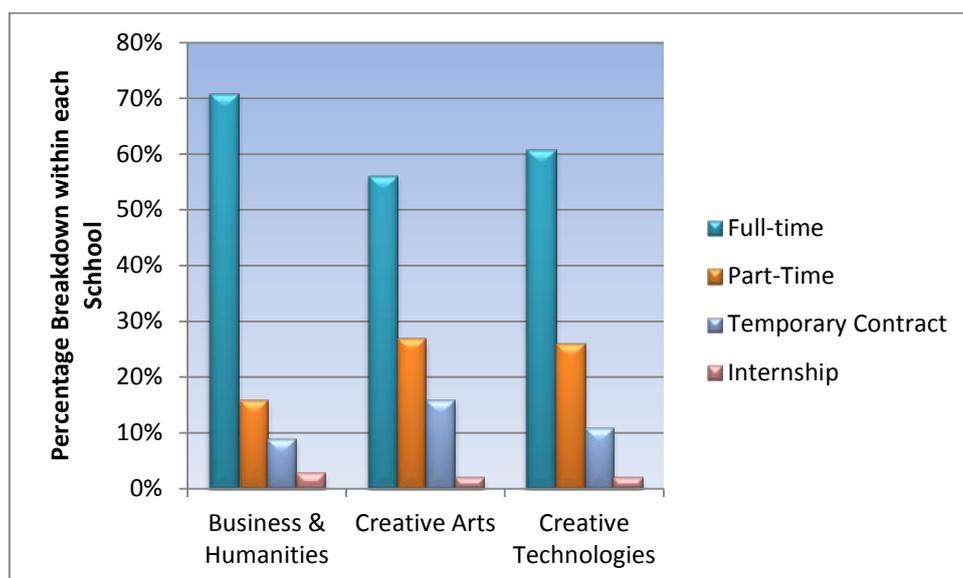
Question 1

What is your current employment situation?



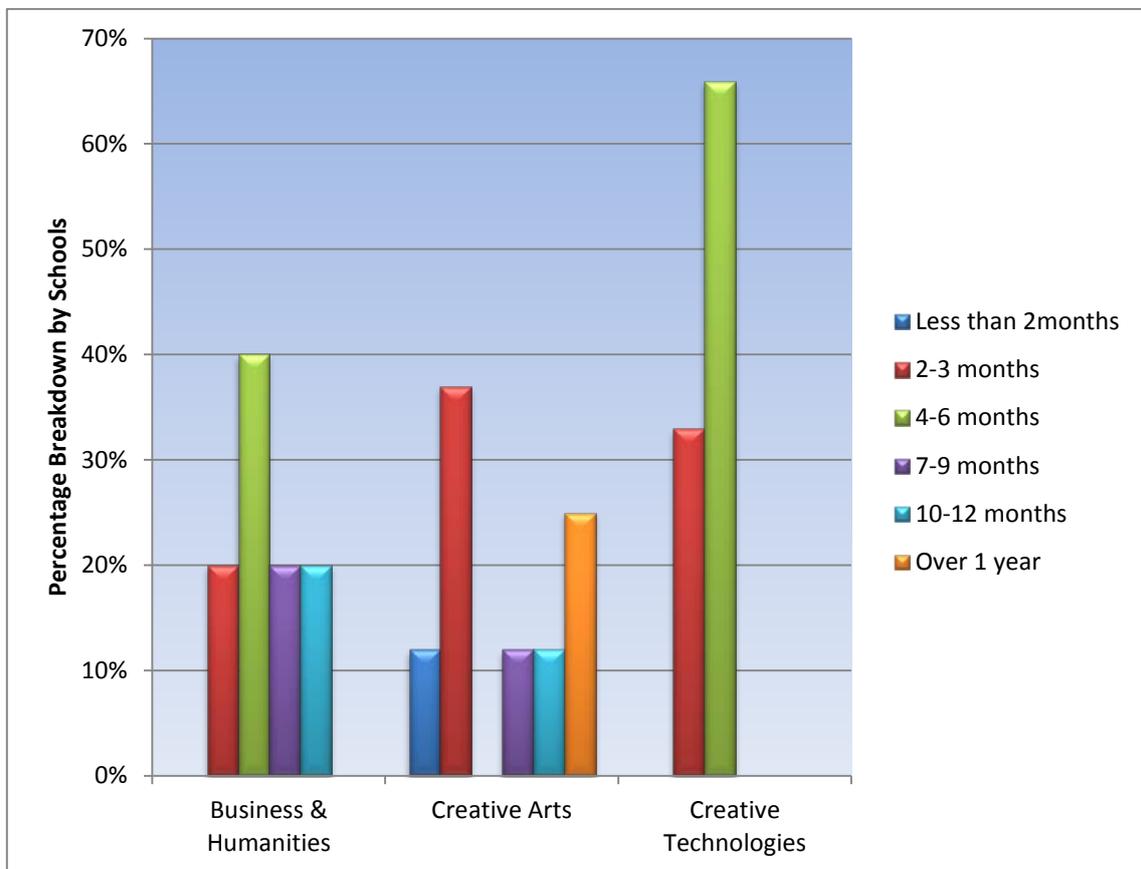
Question 2

Nature of employment: full-time, part-time, internship or temporary contract?



Question 3

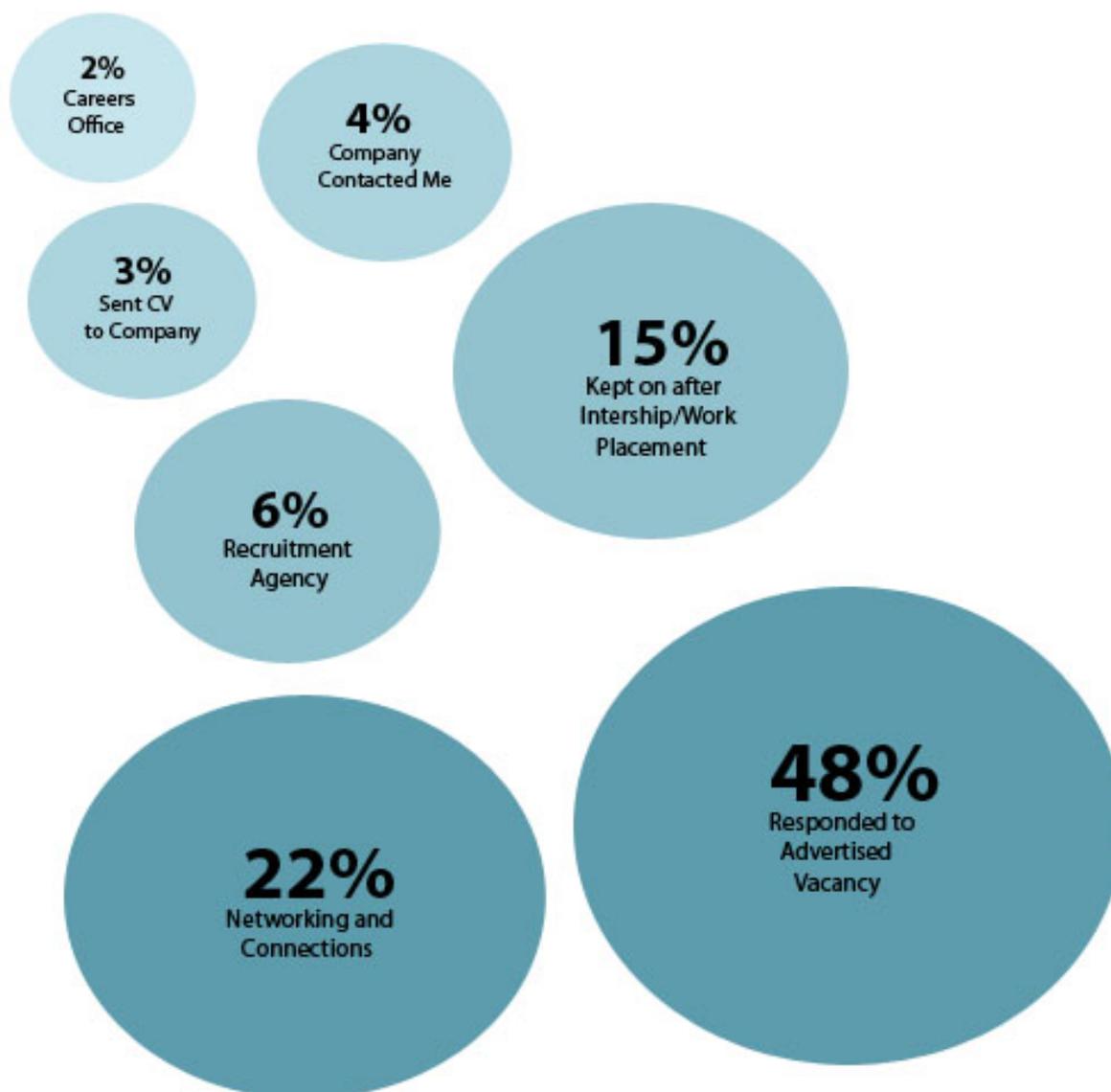
If on a temporary contract, what is the length of the contract?



2.2.1 Employment: Routes

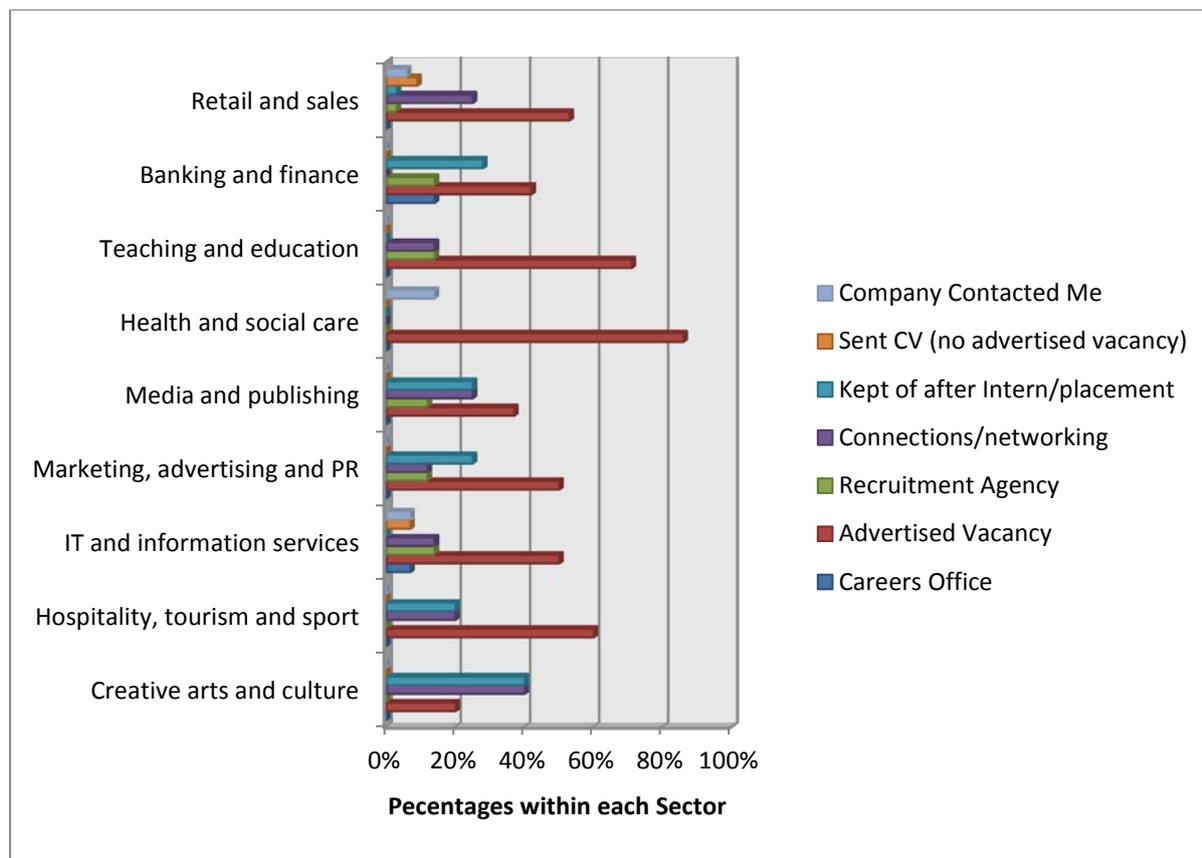
Question 4

How did you find out about your current/most recent job?



113 of the 203 employed graduates responded to this question. Responding to advertised vacancies is the primary method by which graduates obtained jobs, with networking and connections following in second.

Employment Route by Business Sector



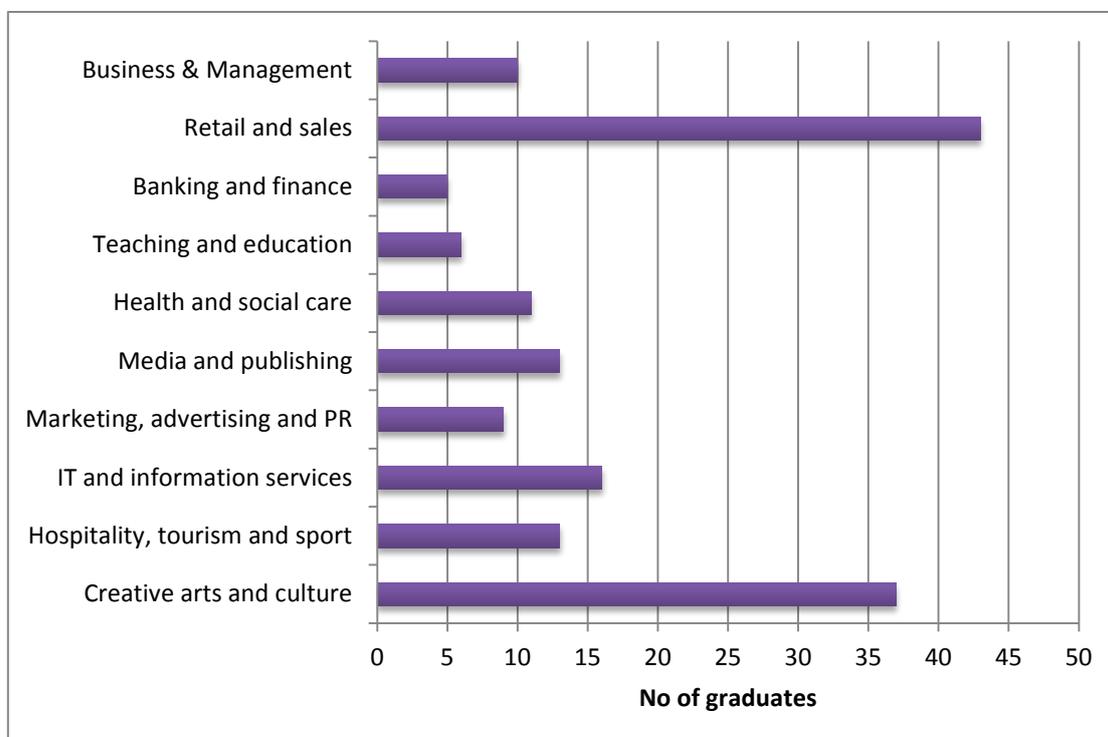
It appears the routes to employment vary greatly depending upon which business sectors one is seeking work into.

Responding to an advertised vacancy appears to be the main route to employment across most business sectors. However a drop in this trend becomes evident for those within the sectors inclusive of Media and Publishing, and Creative Arts and Culture. Within these business sectors we see the increasing importance of internships/work placements and networking /connections. In the case of Creative Arts and Culture we see internships/work placements and networking /connections far outpacing responding to an advertised vacancy, each accounting for 40% of employment gained.

2.2.2 Employment: Sectors

Question 6

What is the business activity of your employer?



The main areas of employment are:

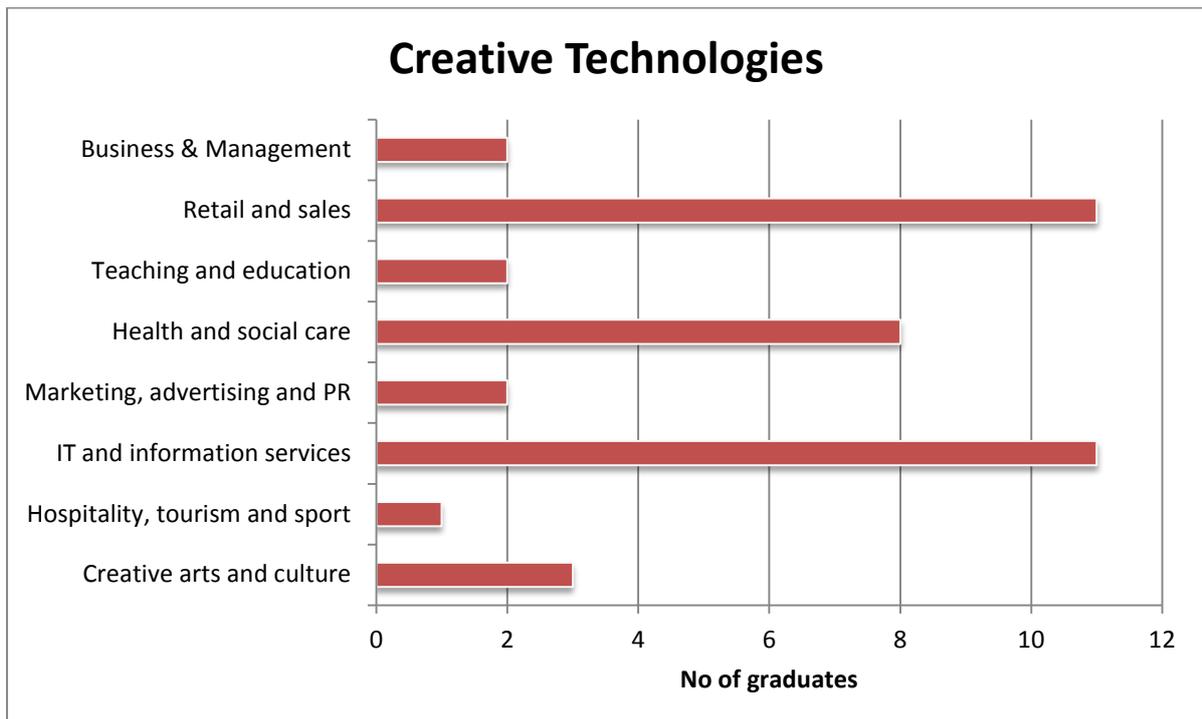
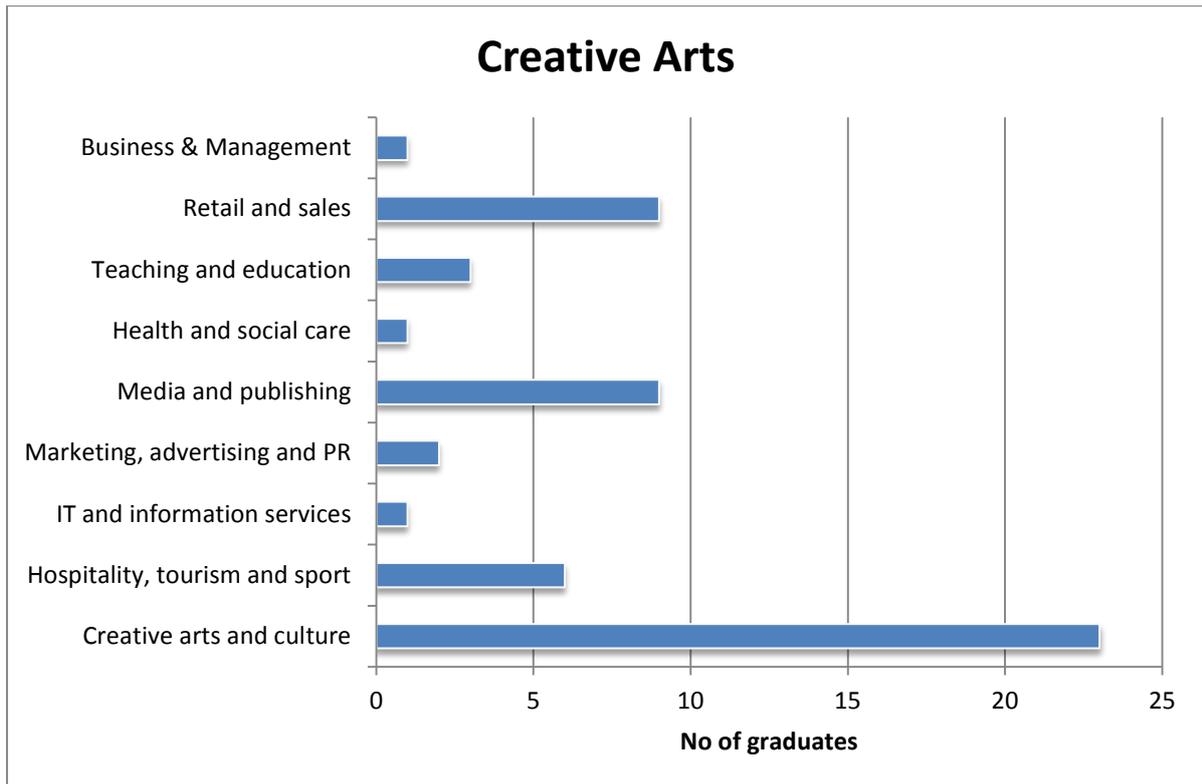
- Retail and sales
- Creative arts and culture
- IT and information services
- Business, Banking and finance
- Media and publishing

Although the most common answer, **59% of those within 'Retail and Sales'** indicated that they **are currently seeking alternative employment**.

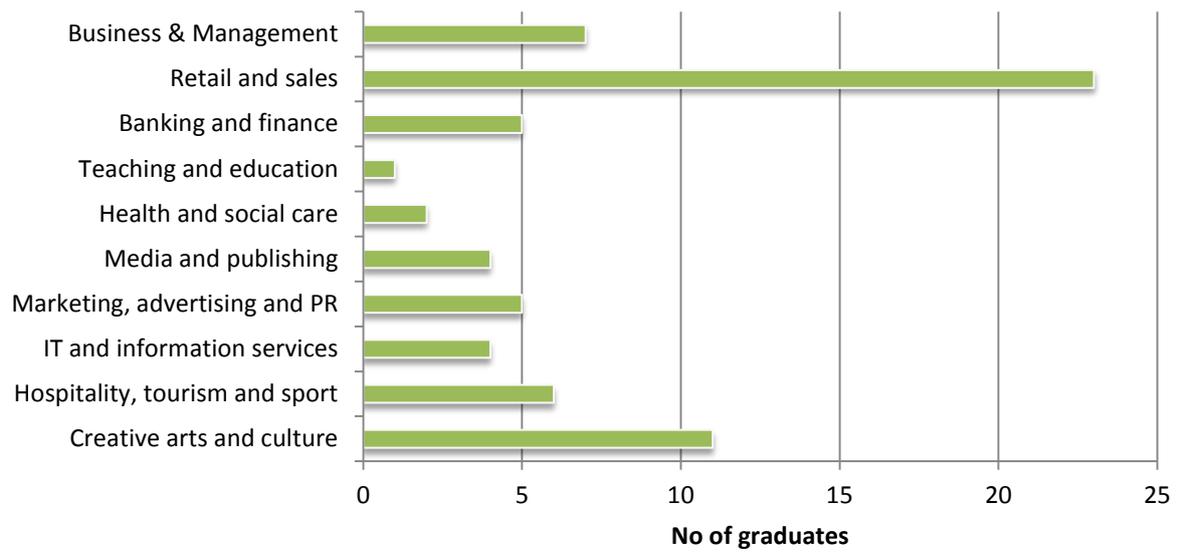
Of these, 57% regard their current position as a 'filler' job.

The second most common sector mentioned was 'Creative arts and culture'. This would appear consistent with the overall nature of courses provided by iadt.

Business Activity of Employer by School



Business & Humanities



2.2.3 Employment: Salary

Question 5

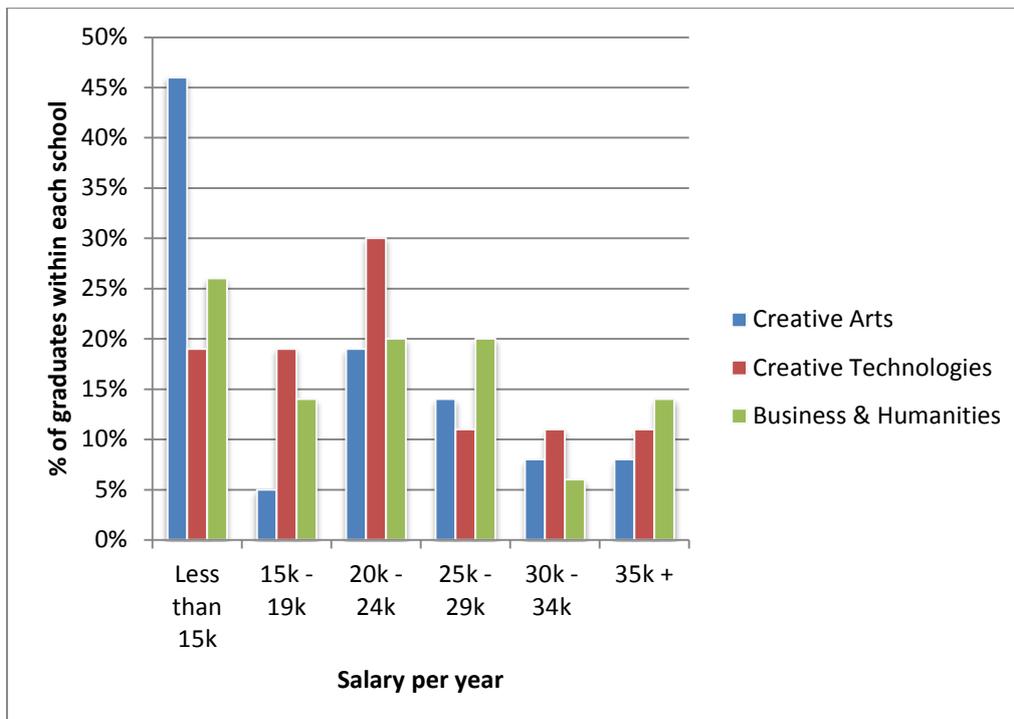
What is your present salary?



99 of the 203 employed and self-employed graduates answered this question.

High levels of Less than 15k salaries may be attributed to the higher number of graduates currently in **'filler jobs'**

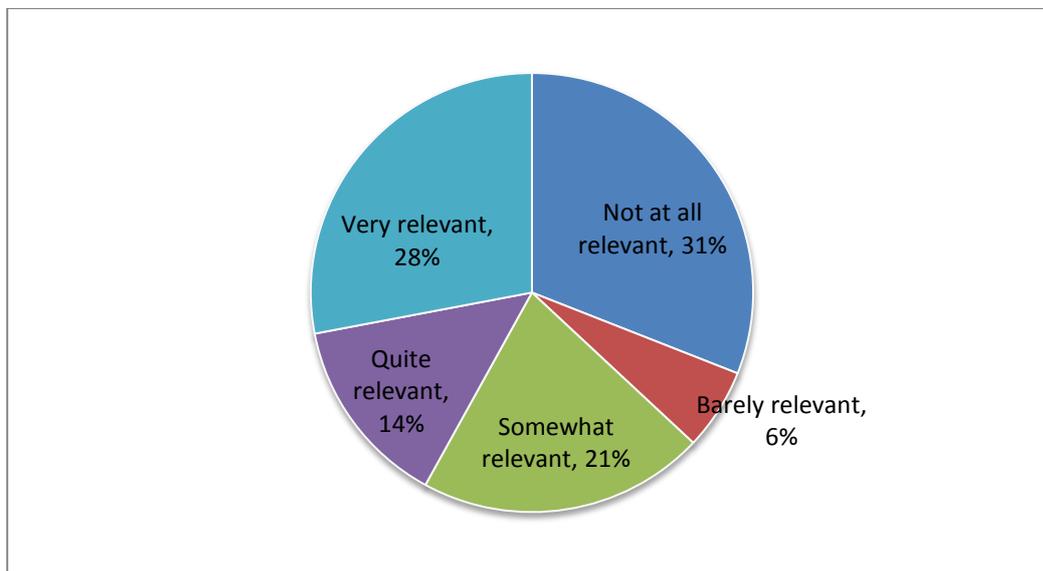
Salary by School



2.2.4 Employment: Relevance

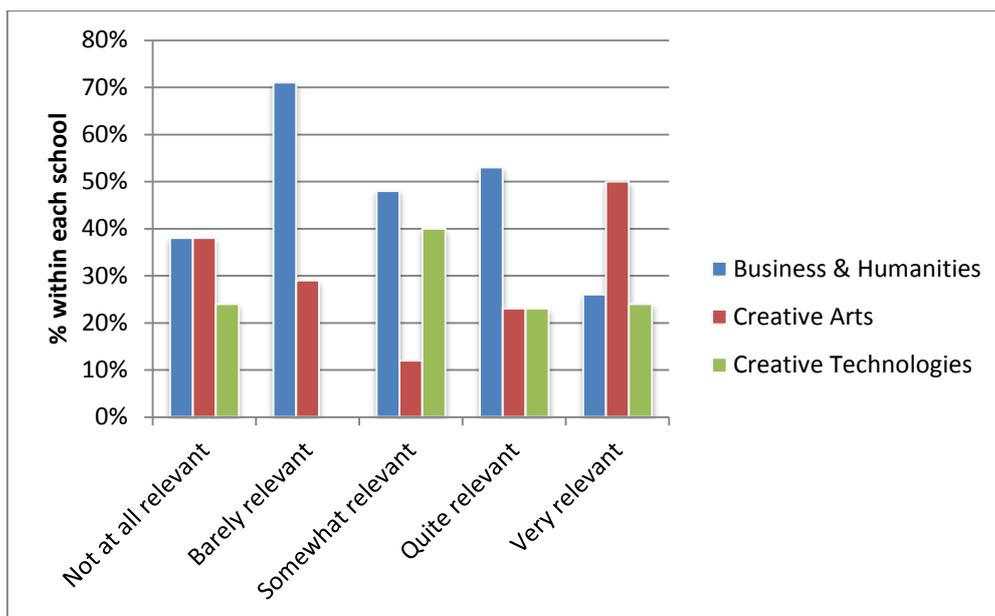
Question 6

How relevant was your course to your current job?



120 of the 149 employed graduates answered this question. **Compared to last year there has been a 7% increase in those employed in a job 'very relevant' to their course.** The high number of those that have indicated that they are in a job 'not at all relevant' to their course can be again attributed to the high number of graduates who currently find themselves in a 'filler' job.

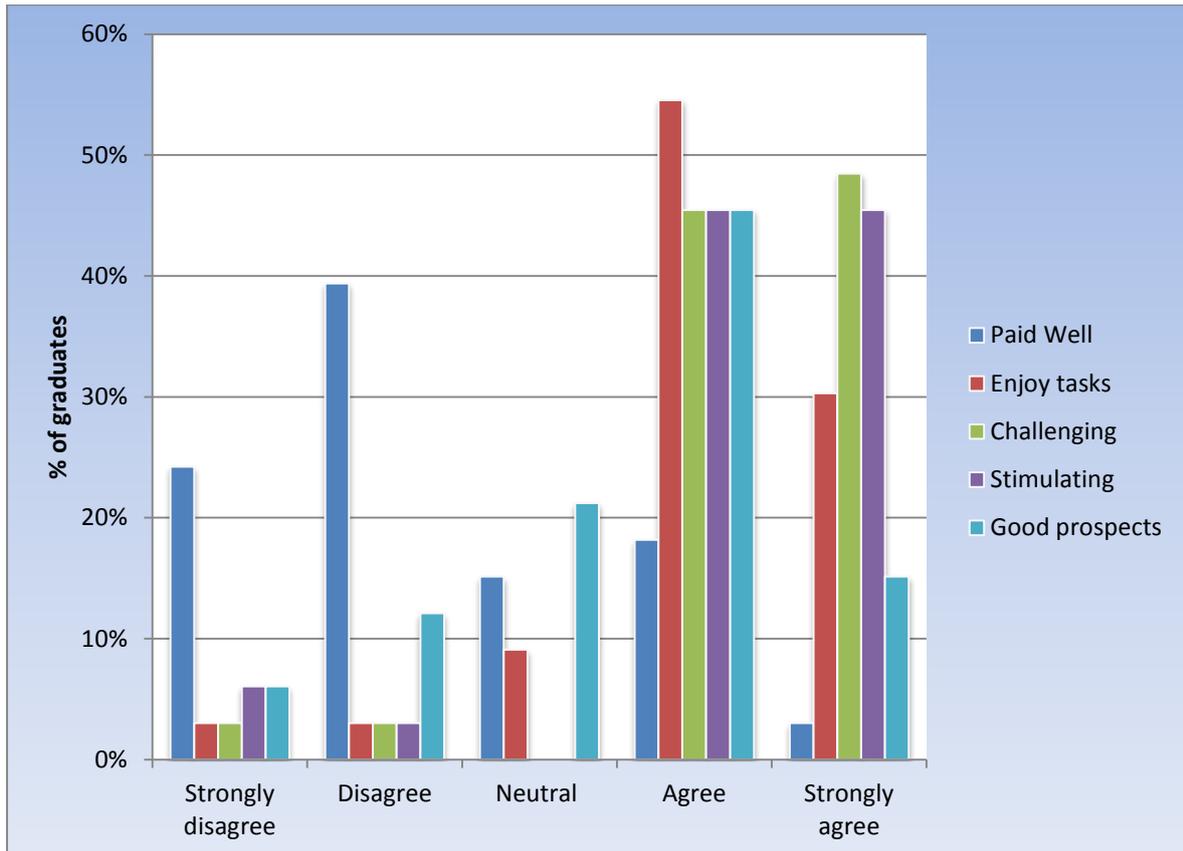
Job Relevance by Schools



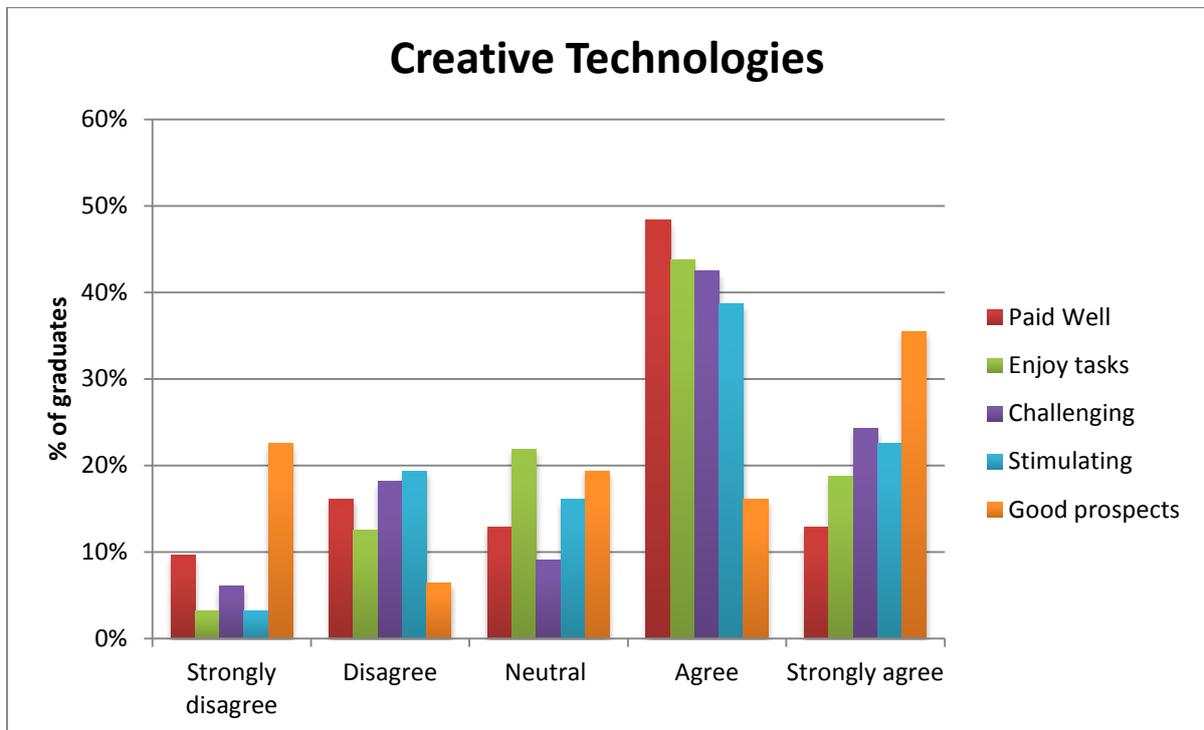
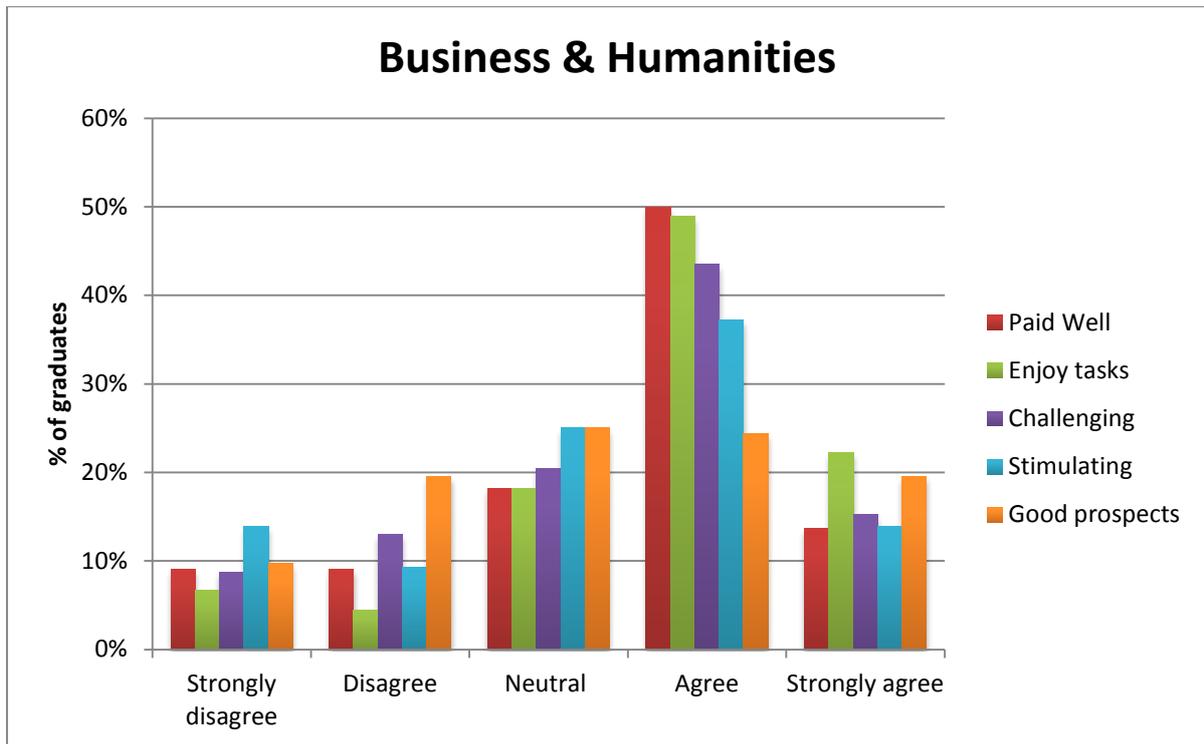
2.2.5 Employment: Job Satisfaction

Question 8

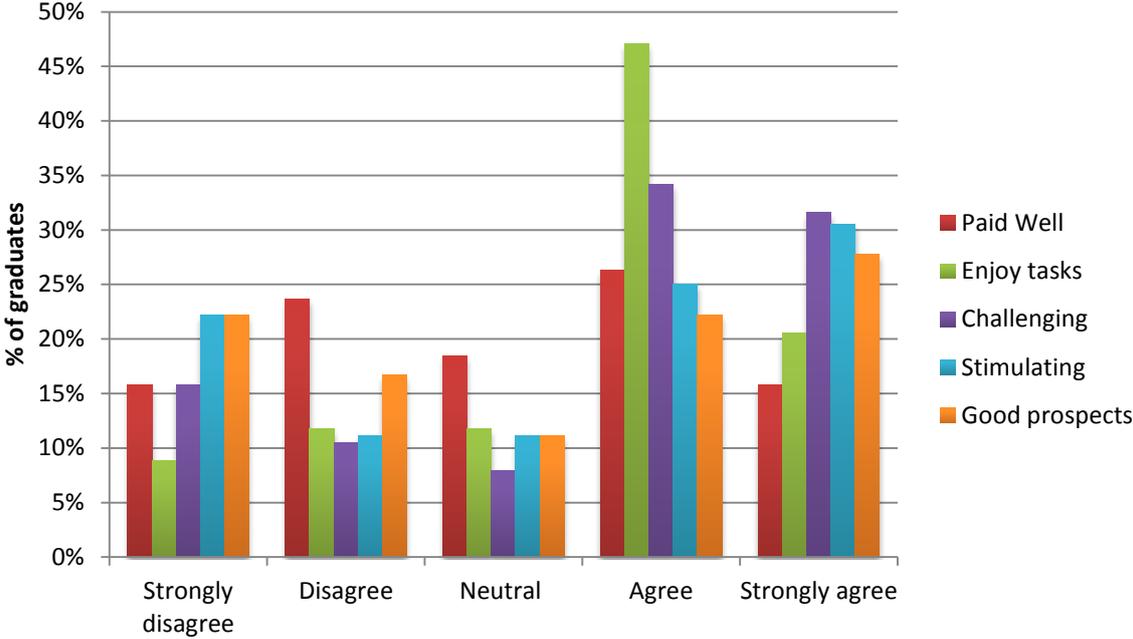
Employed graduates were asked to rate their job satisfaction by indicating their agreement with the statements shown below. Producing encouraging results, job satisfaction appears to be relatively high, with 'Agree' and 'Strongly agree' being by far the most common answers to the statements.



Job Satisfaction by Schools



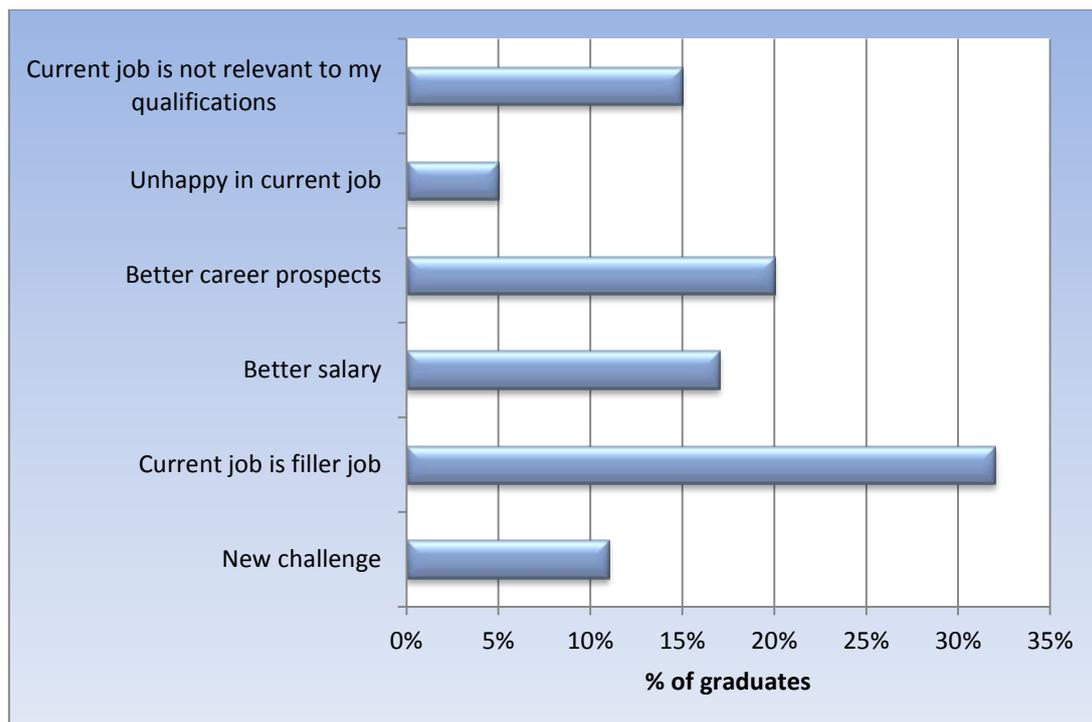
Creative Arts



2.2.6 Seeking alternative employment

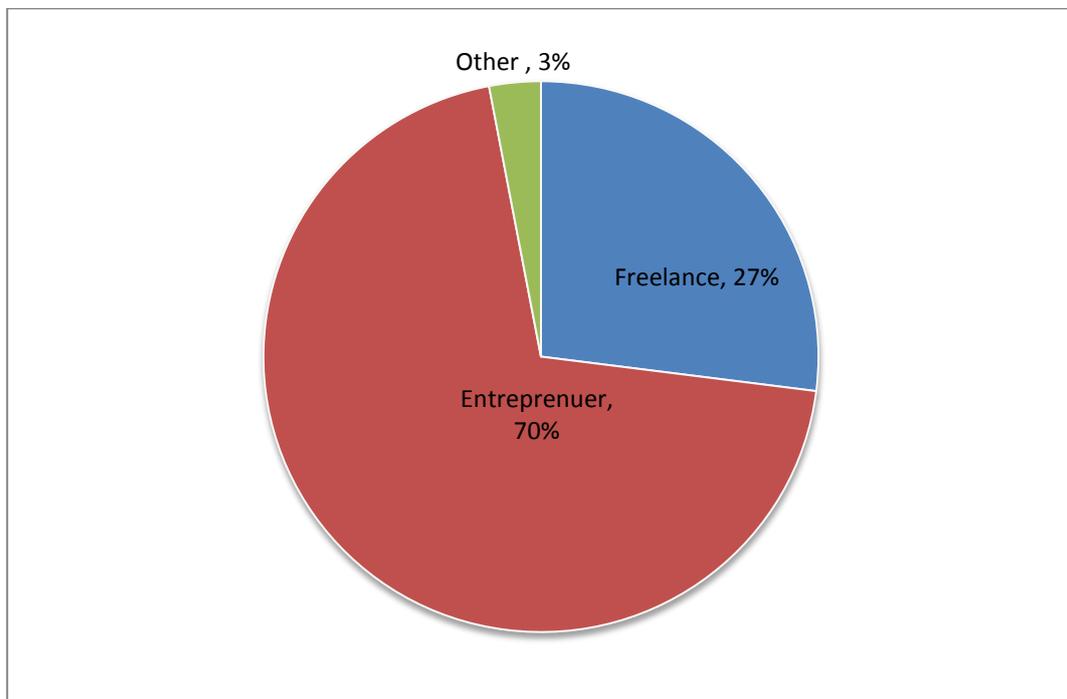
When asked about alternative employment, **70% of graduates** in employment indicated that they **are currently or intend seeking alternative employment, whereas 30%** indicated that they **are not**.

Reasons for seeking alternative employment:

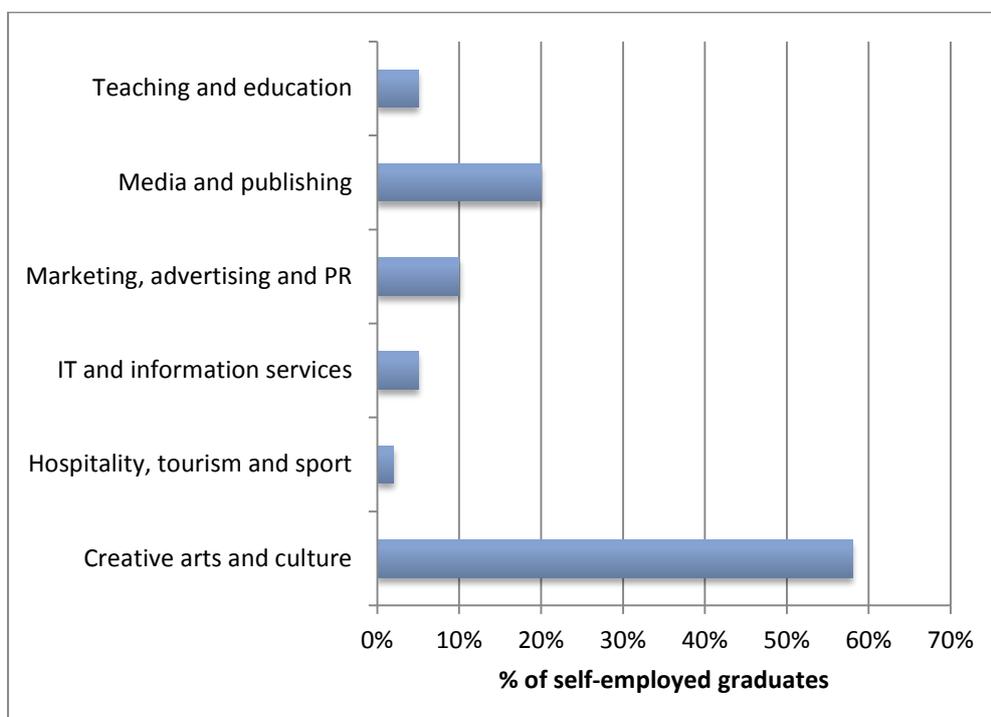


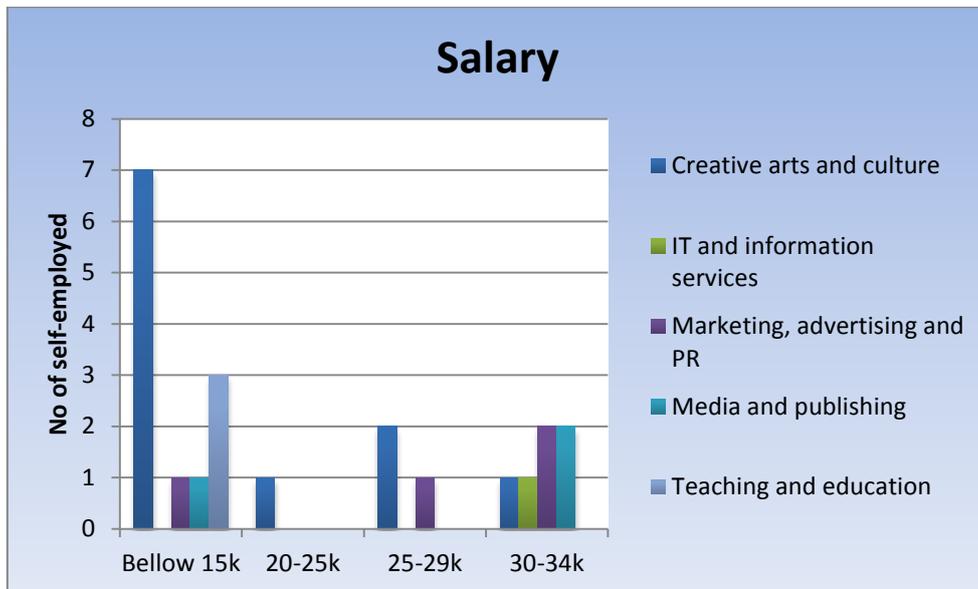
2.3. Self-Employment

Type of Self-Employment:



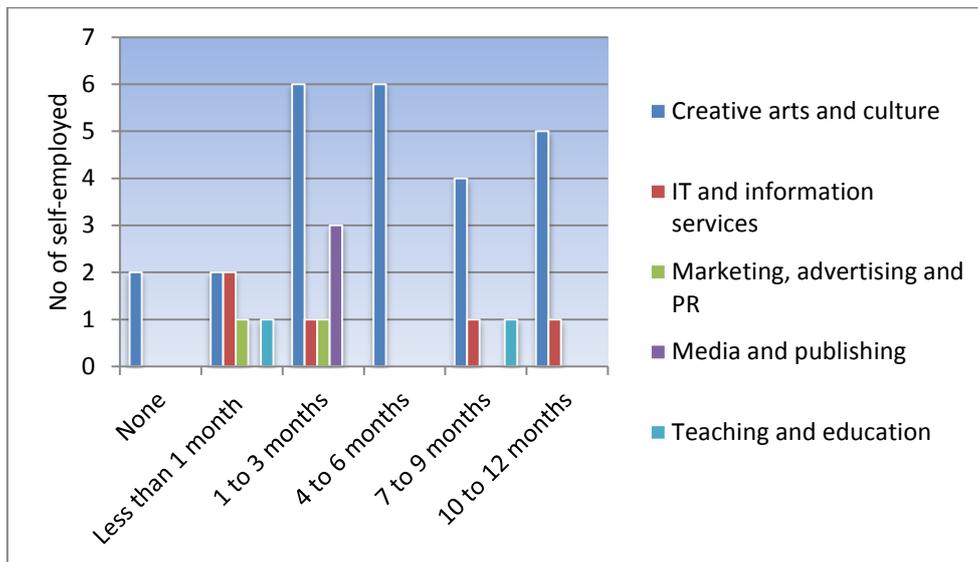
Business Activity of Self-employment





It appears that **self-employment in the area of 'Media & Publishing'** is the **best paid**, with self-employment in the area of 'Creative Arts and Culture' attracting lower salaries.

Length of time on contract or job since graduation:



Whether Seeking Alternative Employment:

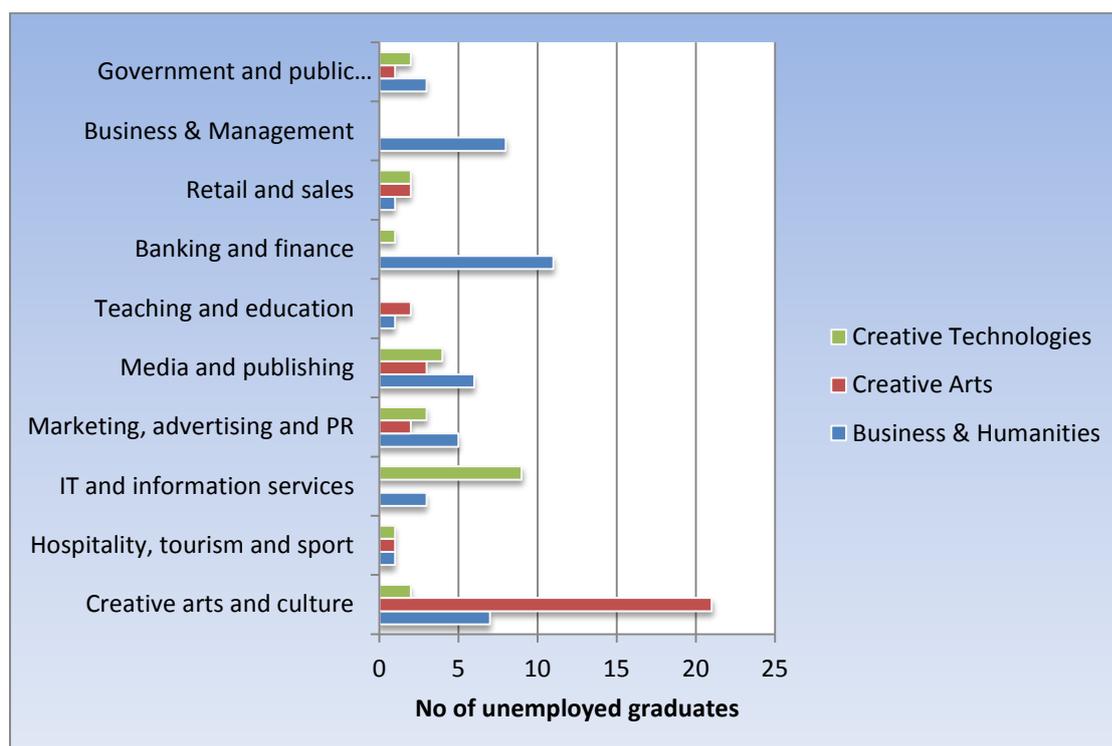
58% of self-employed graduates indicated that they **are not seeking alternative employment, whereas 42%** indicate that they **are**.

2.4 Unemployment

Out of the 58 of a possible 107 who answered the question, **14 %** indicated that they were **unemployed due to being a full-time student**.

Question 9

What sector are you seeking employment into?



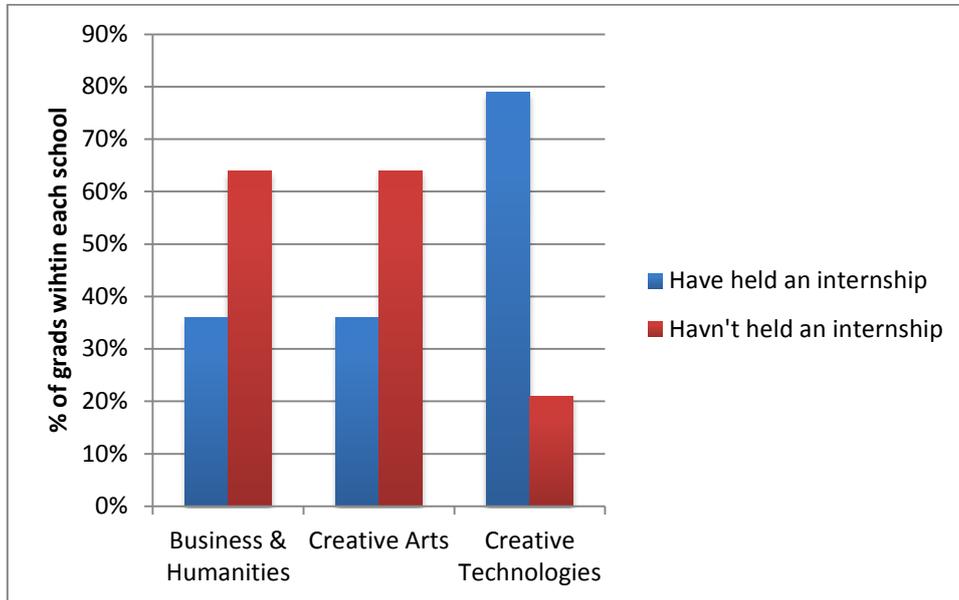
Please note that unemployed graduates indicated that they were seeking employment into a number of different areas.

Creative Arts appears as the **most prominent sector**, however this may be due to the fact that this is the area in which iadt provides the most courses.

When asked, **81% of unemployed** graduates indicated that they **felt the economic downturn has/is affecting their prospects of employment**, whereas 19% didn't think this or were unsure.

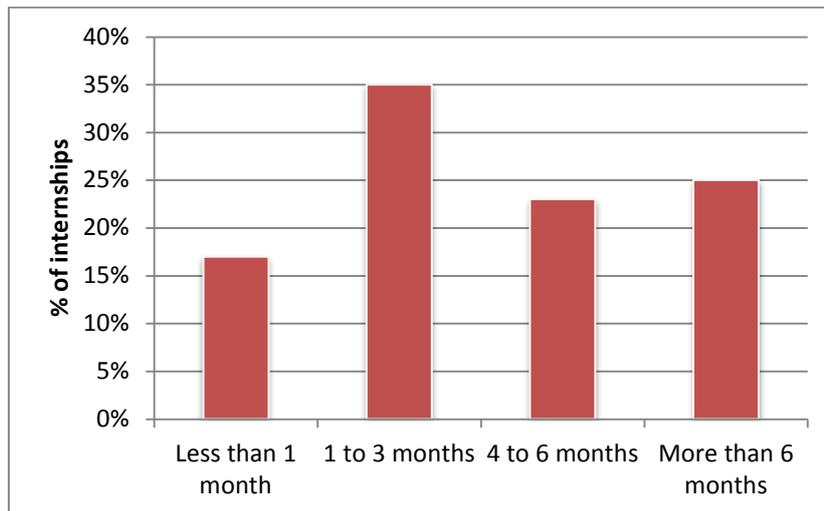
2.5. Internships

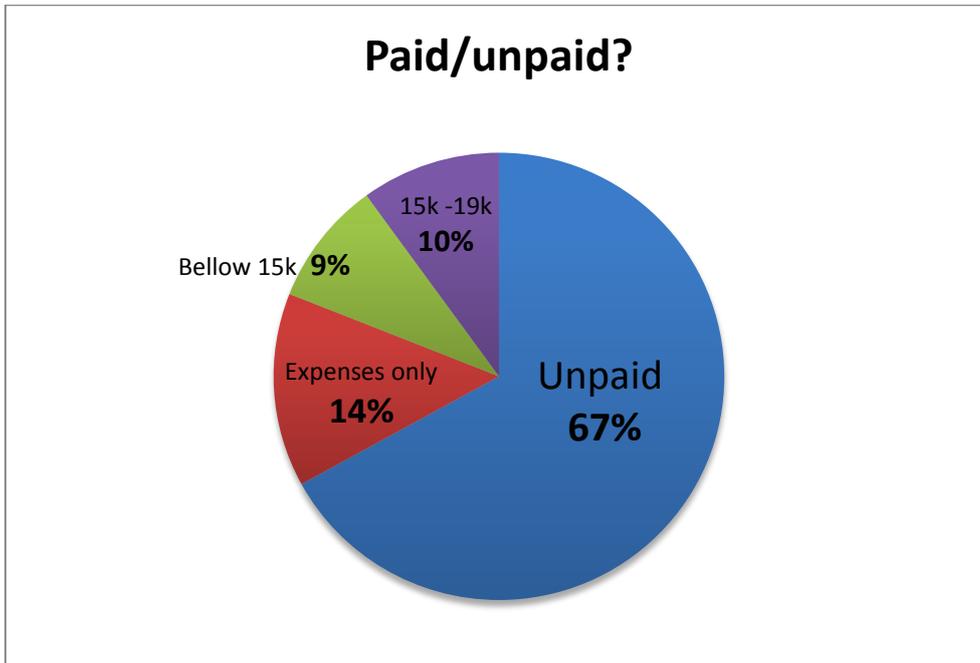
Out of the 228 who answered the question, **31% of graduates** indicated that since graduation they **have held an internship**, with an overall of 9% currently working as interns.



Question 10

What was/is the length of your internship?





When asked, **43%** of graduates **indicated that there was a prospect of employment at the end of the internship, equally 43% didn't think there was.** A further **12%** of graduates indicated that they **didn't know if there was or not.**

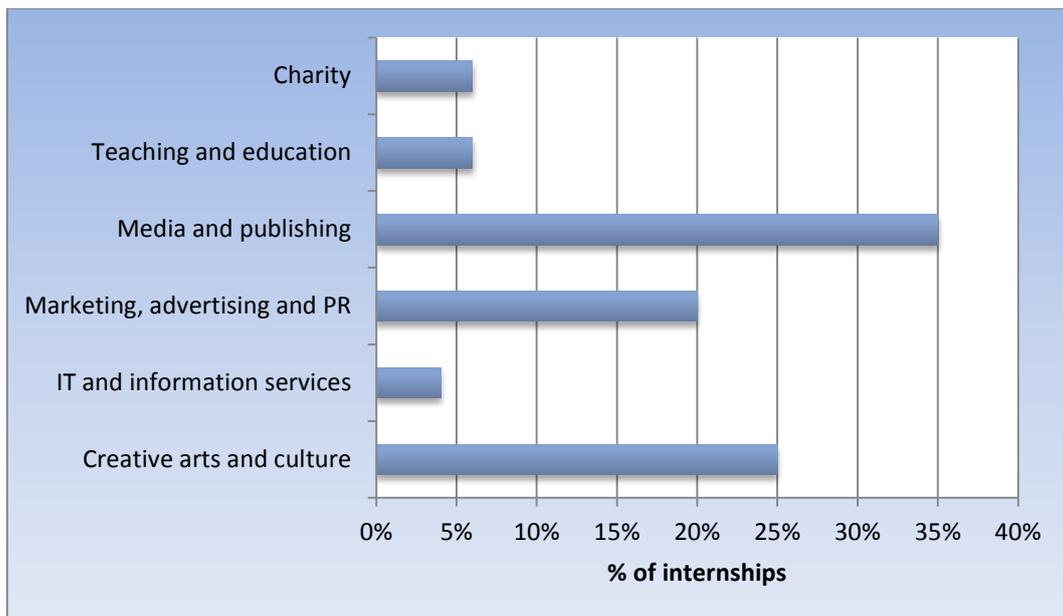
Question 11

What do you feel are the main benefits of doing an internship?

Have an edge in the job market	16
Gain valuable work experience (For CV)	40
Decide if this is the right career	0
Transition into a Job	18
Gain Confidence	27
To demonstrate commitment to a cause or belief	15
It makes me feel good	9
Contacts	7
There are no benefits to doing an internship	2

Question 12

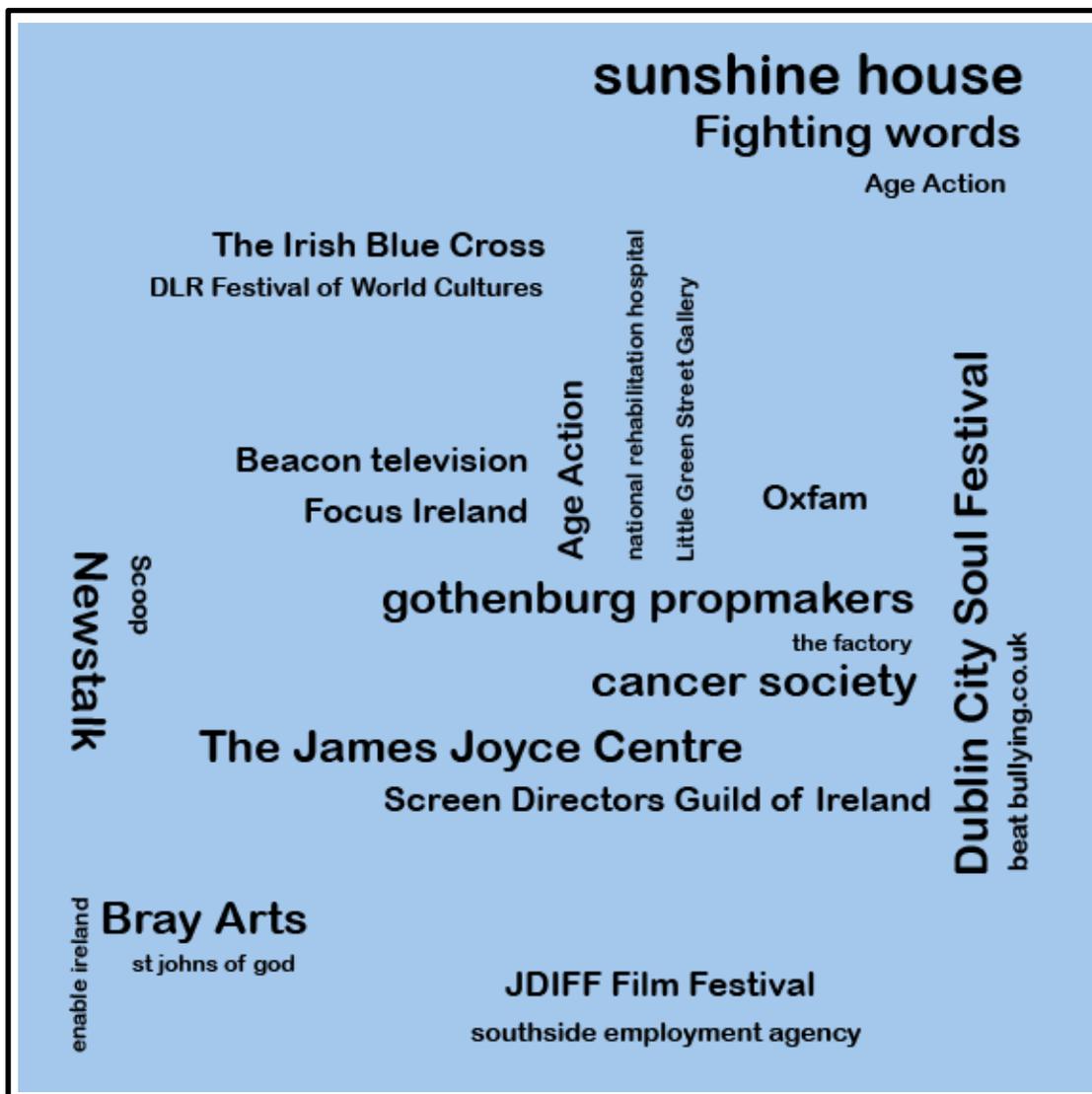
What was/is the business activity of internship company?



53% of graduates who have had internships **indicated that their internship was ‘very relevant’ in applying for their current paid employment position.** Another **21%** **indicated that the internship was ‘quite relevant’** in obtaining their current paid employment position. Only **18%** **indicated that it was ‘not relevant at all’.**

2.6 Volunteering

Below are examples of volunteering opportunities as currently or previously held by graduates

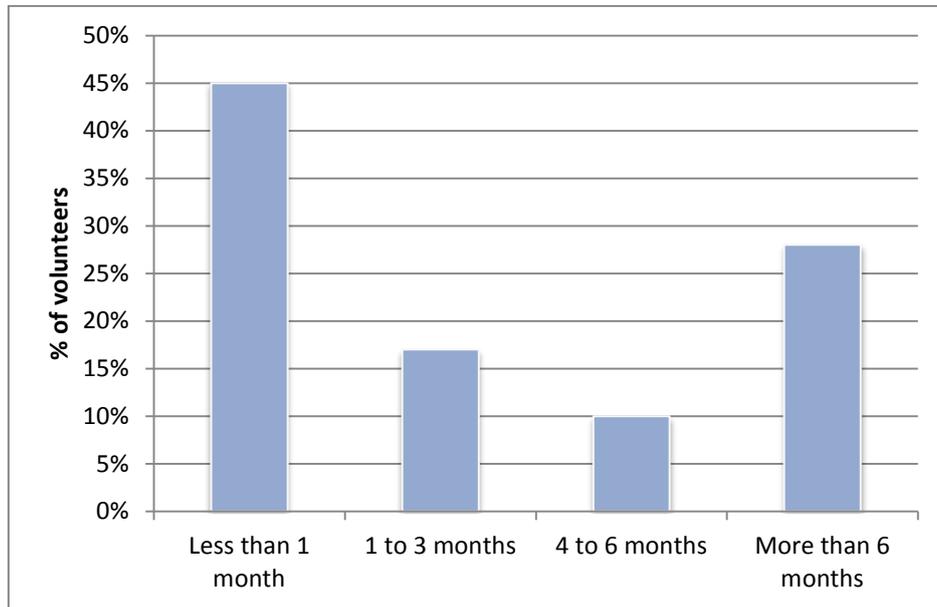


Out of the 157 who answered the question, **43% of graduates are currently volunteering or have done since graduation.**

Largest proportion of volunteers are from Creative Arts accounting for 53% of the total number of volunteers, followed by Business & Humanities at 32%, and finally Creative Technologies at 15%.

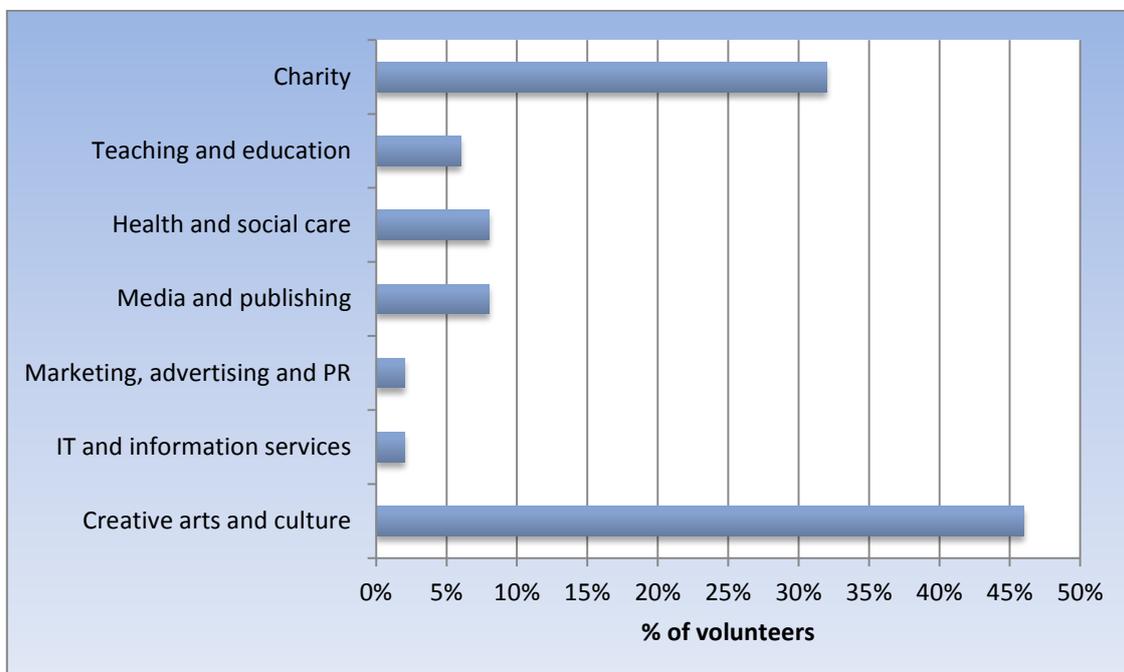
Question 13

What was/is the length of your volunteering position?



Question 14

What is the business activity of the company or organization you are /were volunteering with?



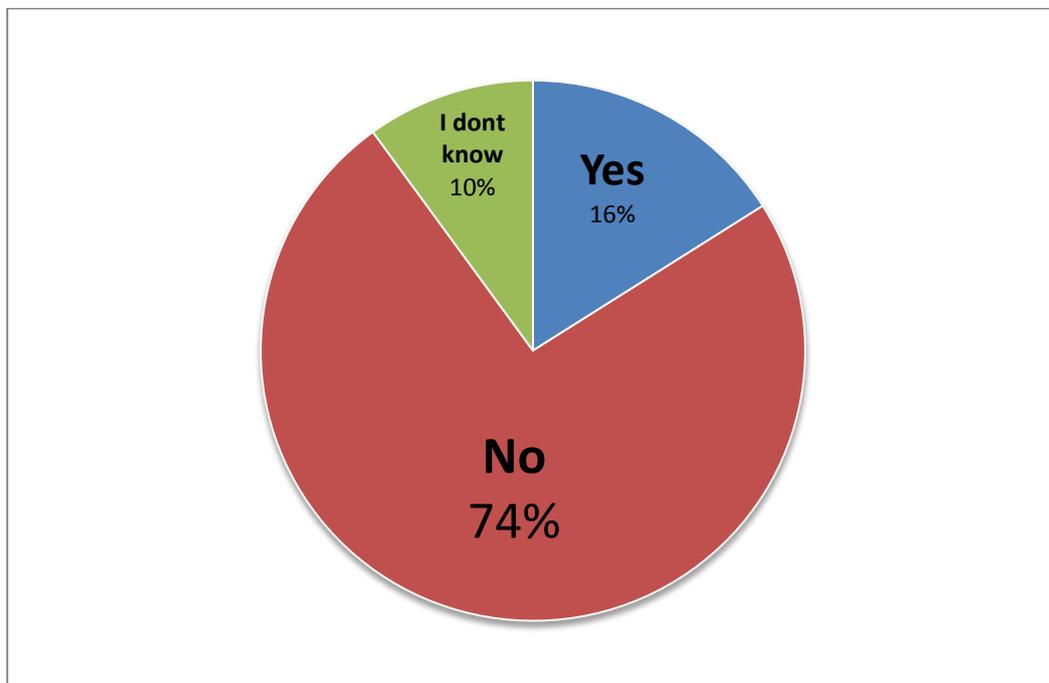
Question 15

What do you feel are the main benefits of volunteering?

Have an edge in the job market	17
Gain valuable work experience (For CV)	44
Decide if this is the right career	11
Transition into a Job	9
Gain Confidence	23
To demonstrate commitment to a cause or belief	20
It makes me feel good	26
Contacts	6
There are no benefits to volunteering	0

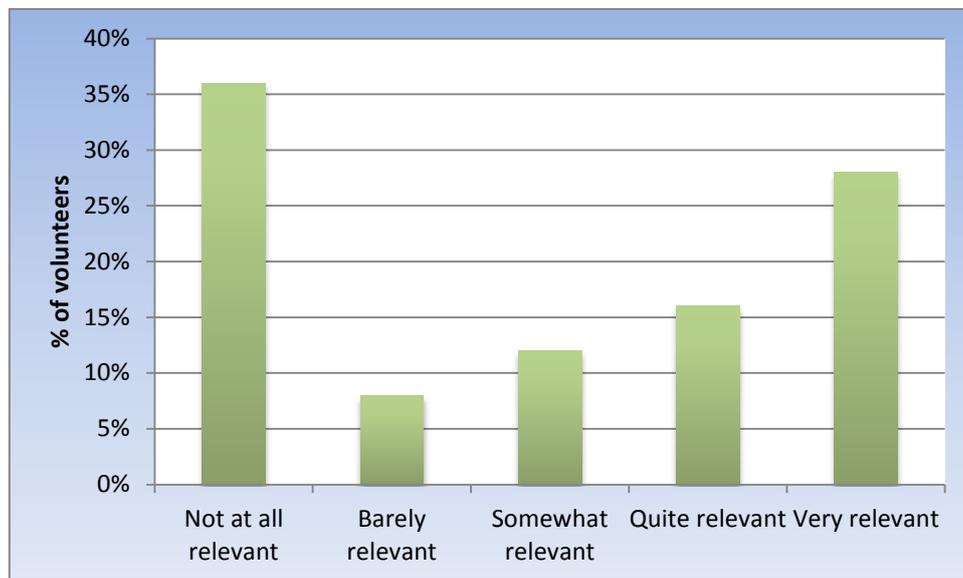
Question 16

Is/was there a prospect of paid employment at the end of your volunteering?



Question 17

How relevant was the volunteer position in applying for your current employment position?

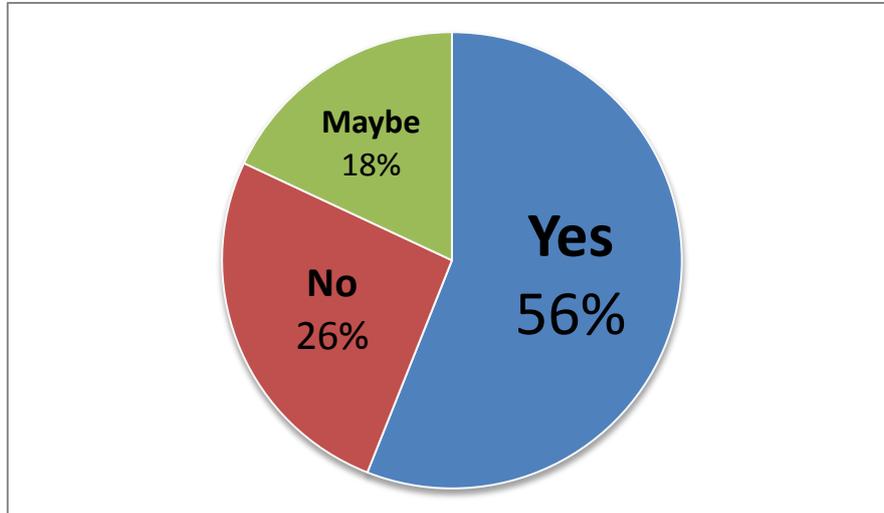


2.7 Further Study

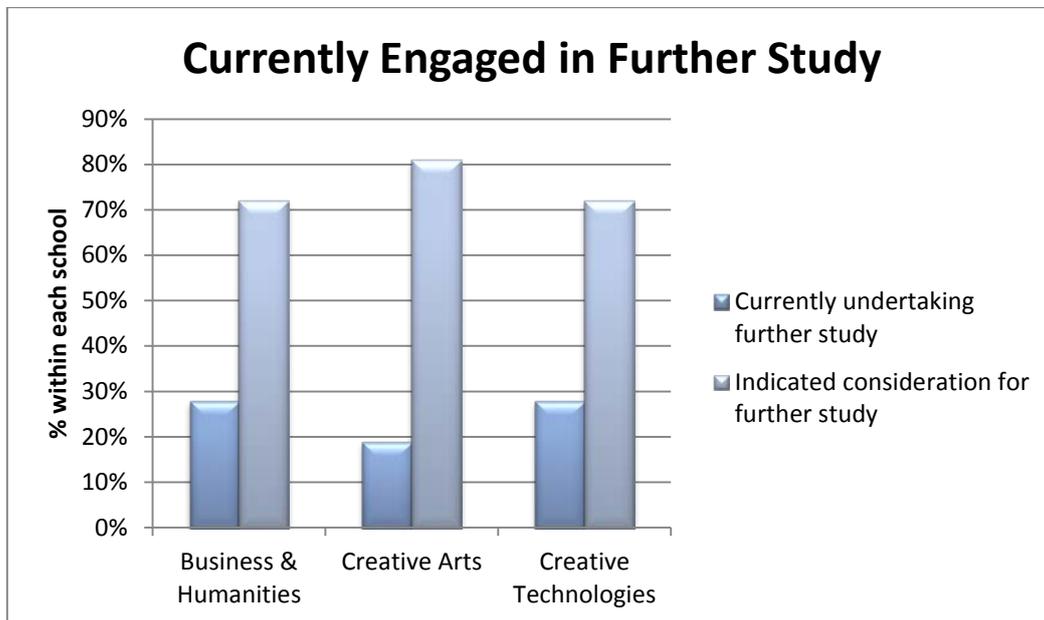
Question 19

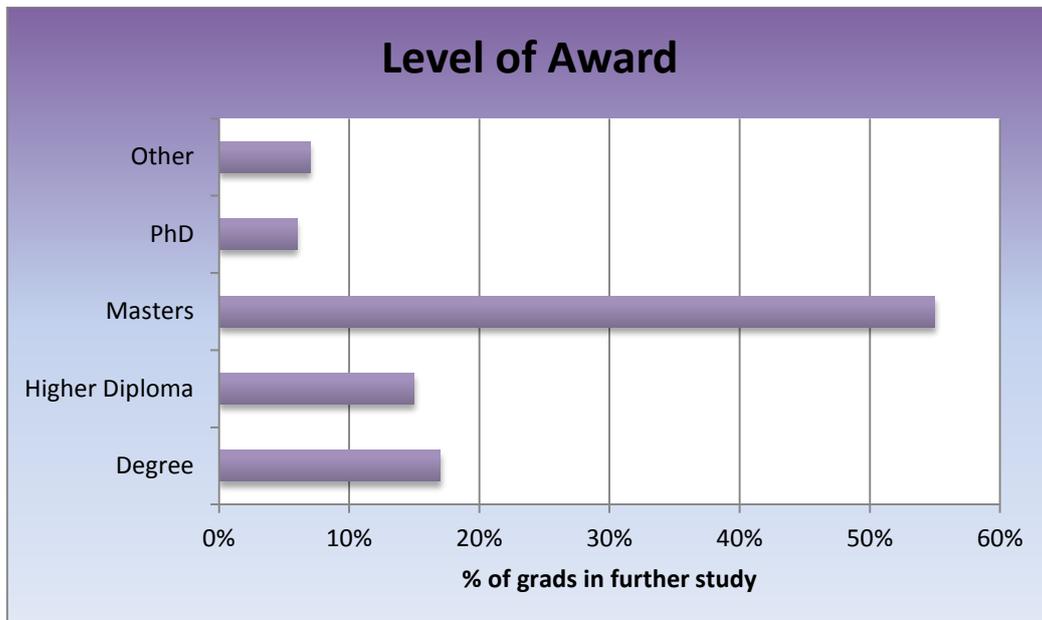
Are you doing, or do you intend to do further study?

277 graduates responded to this question



62% of those who answered 'yes' are currently engaged in further education.





The above chart displays the level of award sought by those who indicated that they are currently or would consider undertaking further study.

Question 20

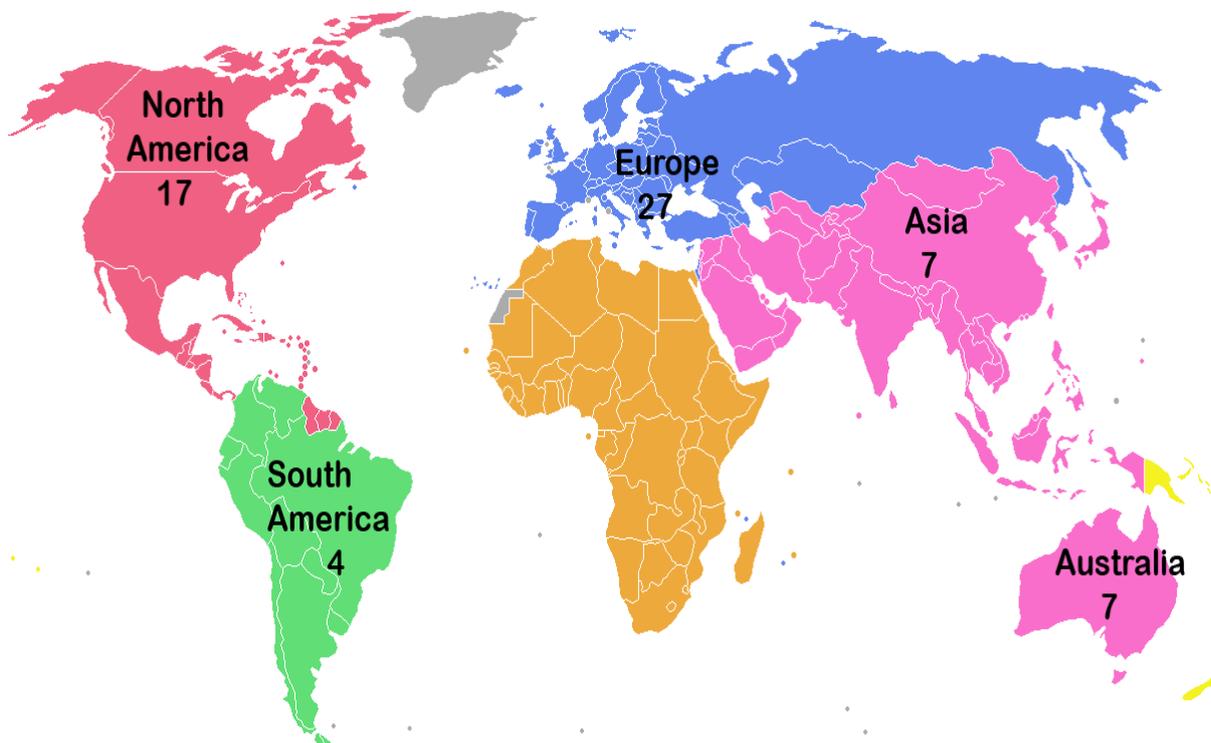
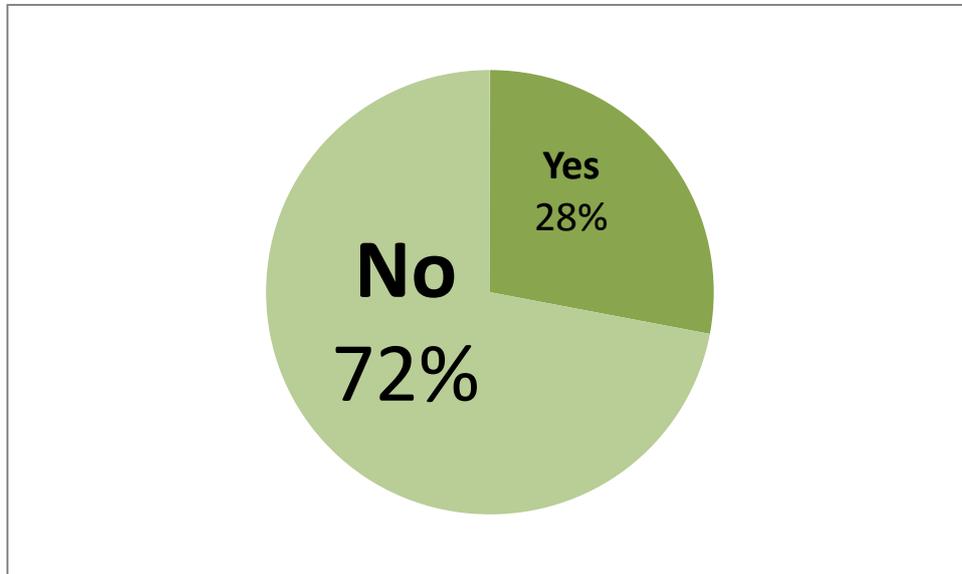
What are your main motivations for doing further study?

I need to attain further education to get the job I want	50
I want to change direction	12
I want to make myself more employable	50
Cannot find a job	5
I enjoy the college life	18
Self-development	7

2.8 Travel

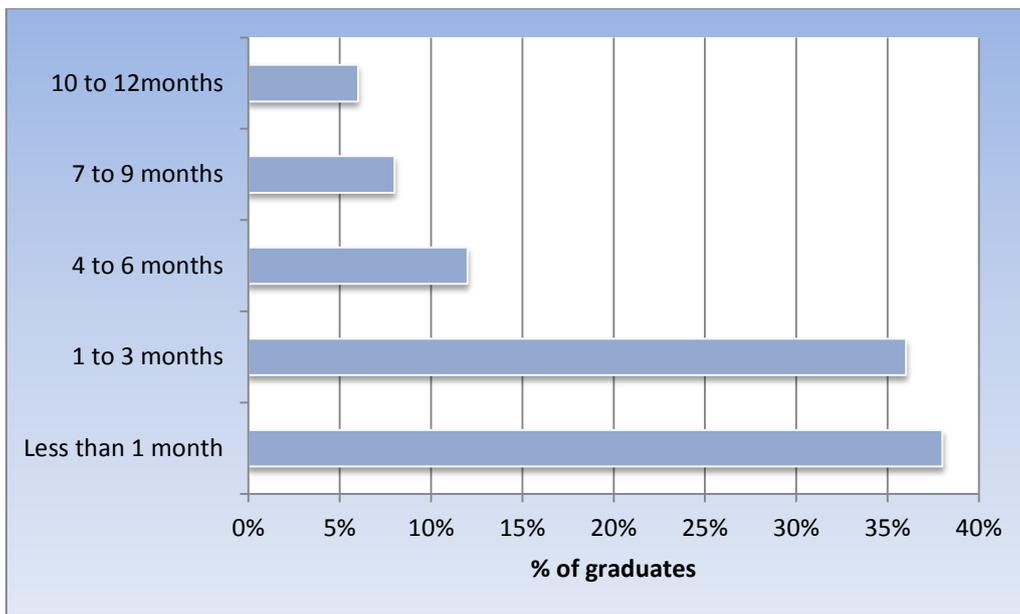
Question 21

Since graduating, have you travelled or are you currently travelling?



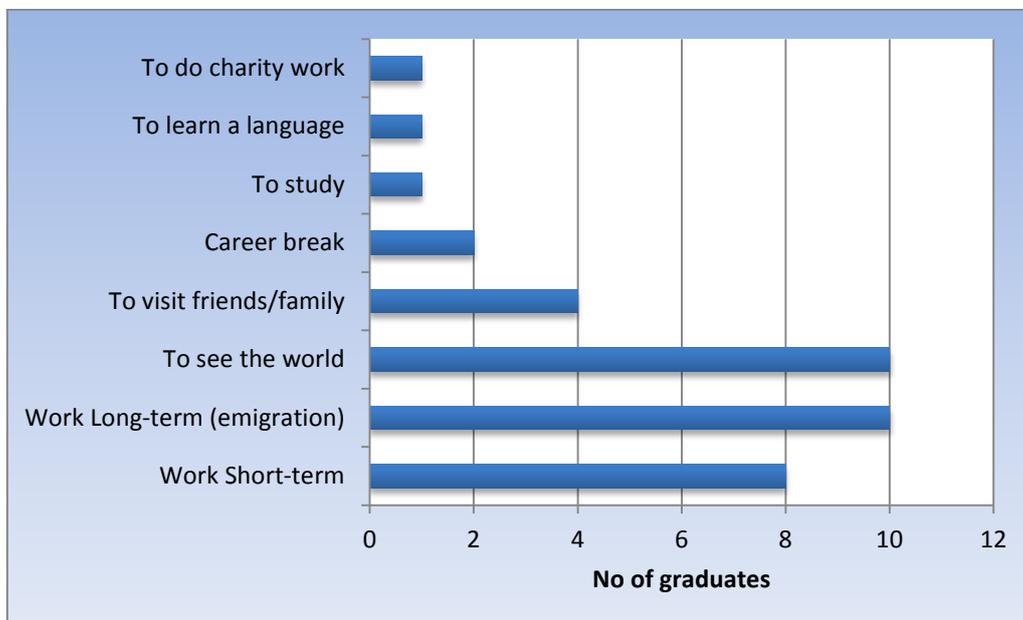
Question 22

Number of months spent travelling since graduation?



Question 23

What are your reasons for travelling abroad?



Employment & Further Study Examples



Business & Humanities

NOTE: YOU CAN DIRECTLY ACCESS COMPANY OR COLLEGE WEBSITES BY HOLDING THE CURSOR OVER THE NAME IN EACH CASE

DL231 Bachelor of Business in Entrepreneurship

Employment Examples

Dunnes Stores	Sales Assistant (PT)
BMP Financial Services	Financial Reporter (Temp 4-6months), financial reporting
TK max	PT Sales Assistant
Amazing Ireland	Marketing Coordinator ; Managing market development, social networking
Bank of Ireland	Bank Admin ; Group customer complaints, testing systems
Medico	Digital Media Planner and Buyer
Woodies DIY	Sales Assistant (PT)
Stuart Insurance	Receptionist
Pioneer Investments	HR Admin Intern

Further Study Examples

UCD	Higher Diploma Psychotherapy
Hibernia College	Higher Diploma in Primary Education
IADT	Bachelors of Business (Hons) in Entrepreneurship
IADT	Certificate in Sports Psychology

DL243 Bachelor of Business (Hons) in Entrepreneurship

Employment Examples

Silicon Cloud	Digital Account Executive
SureSkills	Training Coordinator ; organization and coordination of training programs for a variety of large companies
terraNOVA Collective	Associate Producer (Temp 10-12months); Aiding production on soloNOVA Arts Festival
Supervalue	Sales Assistant
VK productions	Production Assistant ; overseeing video projects
Arkadin Global Conferencing	Customer Care & Sales
Xtravision	Assistant Manager
Marks & Spencers	Sales Assistant
Formosa Fashion	PT Marketing Executive
Outsource Services Group	Claims Handling

Further Study Examples

Ulster University Belfast	Masters in Marketing
DBS	Higher Diploma in Online Marketing & Digital Strategy

DL245 Bachelor of Business (Hons) in Entrepreneurship and Management

Employment Examples

Heli-one	Technical records officer (Temp 4-6months); Updating of technical parts of aircraft
Ladbrooks	Managers Trading Assistant ; take bets and run shop
State Street	Fund Accounting Associate
Trinity Purchasing	Systems Analyst ; purchasing systems, conducting and delivering business analysis
Total Fundraising	Charity Sales Person ; on street fundraising
Tesco	Manager in Training
Vodafone	Sales Agent ; re-contracting customers
Fern Restaurant Avoca	Head Waiter
Silicon cloud	Key Account Manager ; online account marketing for clients
Merrion BD	Marketing internship

Further Study Examples

DIT	MSc in Finance
DIT	Postgraduate Diploma in Accounting
IADT	Masters by Research
DIT	MSc in Finance
Univ of Ulster	MSc in Marketing

DL242 BA (Hons) in Business Studies and Arts Management

Employment Examples

Dunnes Stores	Retail Assistant
D'Arcy Lynch Partners	Accounting Assistant (Temporary Contract)
Irish Artists abroad	Agent
Go Kerry	Tourism Coordinator
Beacon Hospital	Patient Services ; scheduling theatre
McGreal's Group	Sales Manager ; sales and studio management
Google	Local Data Evaluator
CORU – regulator of Health & Social care professionals	Office Admin ; processing payments/ invoices
Jameson Dublin International Film Festival	Festival Administrator & Marketing Assistant ; Office Management Admin Social Media Marketing Film Submissions Outreach Programme Organiser Exhibition Organiser
Riverbank Arts Centre	Marketing Manager ; Marketing and Promotion of events, applications for funding & contracts for artists, online marketing, surveys, benchmarking and data gathering
Dublin Tall Ships	Production Assistant (Temp, 2-3 months); work alongside the production manager
GTI Media	Online Marketing Assistant ; dealing with clients in relation to gradireland online and publication marketing. Creating targeted emails for clients
House of Fraser	Team Leader ; customer service, visual merchandising, management
Abercrombie	Overnight Manager ; management of stockroom, team management
Magnum Events	Production Assistant ; festival and event production, & office admin
Brown Thomas	Intern Buying Assistant ; admin and working in buying department
The Pavilion Theatre	PT Box Office Assistant ; phones, ticket sales
The Factory	Intern ; admin bookings and building maintenance
Screen Directors Guild	Intern Accounts Administrator
Ritz Carlton	PR Manager

Imagine	Marketing Assistant
Tripod Music	Marketing Assistant
Business Information Systems	Marketing Intern (NUI Galway)
Facebook Ireland	User Content Analyst
PhotographyStudio.ie	Online Marketing Intern

Further Study Examples

DIT	Higher Diploma in Fashion Buying and Management
DIT	Postgraduate Diploma in Law
DIT	MSc Business & Entrepreneurship
Senior College DL	Accounting Technician (certificate)
UCC (e-learning)	MBS Cooperative & Social Enterprise

DL253 Postgraduate Diploma in Business in Cultural Event Management

Employment Examples

Unspecified	Student Services Executive ; coordinate projects within student services department
An Foras Pátrúnachta	Development Officer ; managing marketing, communications and Fundraising, promoting Gaelscoileanna(Irish-language schools)
terraNOVA Collective	Associate Prodecure ; Producing for soloNOVA Festival, managing Festival box office, script reading, producing for mainstage productions.

DL241 BA (Hons) in English Media and Cultural Studies

Employment Examples

Hartley's	Head Food Runner
MSD Healthcare	General Operative ; quality control
Dundalk Democrat	Intern Journalist ; updating website and aspects of social media
Korean Air	Reservations Agent
Book Value	Sales Assistant
Dunnes Stores	Accounts Administrator ; handling 40+ major supplier accounts,
Smiles Dental Clinic	Office Organiser ; working a switchboard, making appointments
Pavee Point Travellers Centre	Youth Work Coordinator ; Coordinate a team of six youth workers. Develop and deliver direct youth work. Develop and deliver cultural awareness programmes. Represent Pavee Point on a number of committees/groups

Newstalk	Broadcast Assistant (Temp 7-9 months); casting listeners for interaction on a radio programme, dealing with guests; organising and running competitions and prizes; administrative duties for two programmes; website content; running the show's loyalty club; dealing with payments for regular contributors; research
Lidl	Sales Assistant
Tesco	General Assistant ; customer service, health and safety
Emobile	Sales ; tech support, customer retention
Moss college	Assistant Manager ; shop uptake
Arvato Finance	Billing Admin
SDMC Productions	Inhouse Head of Sales
The Morgue Inn	Barman
TCD CRANN	Intern Communications Associate ; make a number of videos to demonstrating the value of the organisation to multiple internal and external stakeholders including employees, policy-makers and industry, as well to engage with the general public in an informative capacity.
Stella McCartney PR	Public Relations PR
The James Joyce Centre	Intern Event Administrator ; scheduling a variety of events for Bloomsday 2011, scheduling the 2011-2012 lecture series
Ashville Media	Editorial Intern
Doirepress	Publishing Intern ; administration and cover design
Human Rights Commission	Intern General Assistant

Further Study Examples

Dublin City University	MSc Science Communication
DCU	MA in Comparative Literature
NUIG Galway	MA in Literature and Publishing
NUI Maynooth	MA in Sociology
NUI Galway	MA in Arts Policy and Practice
Liverpool University	MA in Science Fiction Studies

Aberystwyth University	MA in Creative Writing
Sallynoggin Col of Further Ed	Fashion Design (level 5)
Kings College London	Masters in Environmental Studies
Limerick Col of Further Ed	Broadcast Journalism and Media Studies (level 5)

DL254 MA in Public Culture Studies

Employment Examples

AIB	Human Resources
Wicklow Co Council	Programme Development Manager
Artlink	Director
Unspecified	Production Assistant ; King of the Travellers
Mermaid Arts Centre	Event planner ; event planning/coordination, Involved in organising Creative Collaborations, a Venues Music Initiative that was instigated by Val Ballance from the arts council. Involved in organising the Arcadia Festival in Bray, Co. Wicklow. Assisted in the research and organising of an exhibition called "From Bray with Love".

Creative Technologies

DL133 Bachelor of Engineering in Audio Visual & Media Technology

Employment Examples

Tesco	Customer Service Assistant ; Baker in Tesco Metro
Avcom	AV technician
Barista	Cook
Sam Dennigan & Co	Wholesaler fruit and veg
Emeraz	Intern General Assistant ; music website promotion
Crosscare	Social Care Worker
Brambles	Unspecified
O'Neills Sportswear	Sales Assistant ; customer service, tills, cash transactions
Aras Na Mac Leinn, NUI Galway	Equipment Manager ; monitor college societies equipment bookings, maintain Audio visual equipment, co-ordinate with events manager for society events, ensure safe use of equipment in society run theatres and events.

Further Study Examples

DBS	Higher Diploma in Software Development
IT Tallaght	BA (Hons) in Creative Digital Media
Fitzwilliam Institute	Higher Diploma in Java Development
Limerick IT	Diploma in Audiovisual Prod. (Level 8)
Southampton Solent Univ	Watersports Technology (Level 8)

DL131 BSc in Computing in Multimedia Programming

Employment Examples

Marley Media **Web Developer**; maintain website for businesses

Further Study Examples

IADT **BSc (Hons) in Computing in Multimedia Systems/Web Engineering**

DL142-43 BSc (Hons) in Computing in Multimedia Systems/Web Engineering

Employment Examples

BioWare Studio **Customer Service Representative**

Publicis QMP **Junior Web Developer**

Network Recovery **Support Engineer**; taking customer calls, troubleshooting problems, looking after backups for application called Asigra, doing installs, upgrade, general monitoring.

Lucidity Digital **Web Developer**; building websites using Ruby on Rails and Wordpress, off-site work in Acorn Marketing and Google, working on their HTML email marketing campaigns.

Lucidity Digital **Intern Junior Web Developer**; editing html emails. dealing with external marketing personel.

Microsoft Ireland **Program Manager**; Designing new features and technical features of upcoming versions of Microsoft Office

Mercury Digital	Lead Programmer ; developing rich applications for web and mobile platforms, working as part of a team of developers and designers, assisting management with assignment of tasks to developers
ASAP.ie	Support Engineer ; analysis of customer systems, improvements and suggestions
Windmill Lane Prod	Creative Intern
Self Employed	Multimedia Specialist and Web Developer

Further Study Examples

DIT	MSc Creative Digital Media
DIT	Post graduate Diploma in Finance
Smurfit Business School	MSc in i-Business

DL141 BSc (Hons) in Psychology Applied to Information Technology

Employment Examples

Visual ID	Database and client management
Network Taxis	Base Controller
Bray Town Council	Intern Business Development Assistant ; (Economic Think Tank)
Product2market	Pre-sales Executive
Clarke Elizabeth Crèche	Childcare Worker
Park Academy	Childcare Practitioner ; looking after kids, in-house training, planning behavioural plans for parents and other workers
Arvato	Licensing Representative
Topshop	Sales Assistant
IBM	Sales (Temp 7-9 months)
Tesco	Customer Service Assistant
Paddy Power	Junior UX Researcher

Centra	General assistant ; deli work
IADT Student Union	SU President ; running the union, organising events, introducing policy, sitting on committees, co-ordinating the other members of the team
Acquired Brain Injury Ireland	Development Executive ; event and campaign management, develop supported relationships with high profile clients, attaining sponsorships and maintaining current partnerships, database research and evaluation for implementation to coincide with I.T strategy.
Discount Local	Sales Assistant
IADT	Library Assistant ; organising the library, moving book, redesigning the flyers and resources the library uses.
Home Instead Senior Care	Home Carer ; assist clients with activities of daily living
National Concert Hall	PR Intern

Further Study Examples

Queens University	Animal Behaviour and Welfare
UCD	Higher Diploma Psychotherapy
NUI Galway	PhD in Child and Youth Research
University College London	MSc in Human-Computer Interaction with Ergonomics
IADT	Masters by Research
DIT	MSc Marketing
University of Manchester	MSc in Cognitive Brain Imaging
DIT	MA in Public Relations

DL155 MSc in Cyberpsychology

Employment Examples

Aiken Promotions	Company director
Athlone IT	Educational Support Worker ; acting as an educational support worker helping students with disability get through college with duties including note taking, teaching assistive technology and IT tutorials on a one to one basis.
DSE Science Foundation	Online Communications Manager ; developing online communications strategies for engaging Irish students with science & managing social media channels and websites for campaigns such as Science Week.
Autism Initiative	Support Worker ; providing support to adults with autism,
CCKF	Lead Design Architect ; development and design of user interfaces

Further Study Examples

Royal College of Surgeons	PhD
----------------------------------	------------

Creative Arts

DL041 BA (Hons) in Animation

Employment Examples

The Mill NY	Production Artist ; character/bg animation, motion graphics, character design in Maya, After Effects, Photoshop.
English Summer SA	English teacher (Temp 2-3 months); TEFL teaching at summer camp to children
Piranha Bar Graphics	Animator
Golden Square Post Prod	Junior Flame Artist
Boulder Media Ltd	Layout Artist
Boulder Media Ltd	Animator ; animating characters in a TV series
Boulder Media Ltd	Background Artist ; drawing and painting an allocated number of backgrounds per episode, using provided key backgrounds and animatics for guidance.
Boulder Media Ltd	Intern ; training in after effects, Photoshop, illustrator and flash
Vision Independent	Production Digital Artist (Temp less than 2 months)
Self-employed	Freelance Animator
Dogdaymedia	Collective of media artists in Cork area
CTYI DCU	Instructor in Animation & Computer Prog.

Further Study Examples

BCFE	Advanced Maya for Animation (12week night course)
CIT Crawford Art College	Higher Diploma in Art and Design Teaching

DL042 BA (Hons) in Photography

Employment Examples

Partial Developments Group	Assistant Manager
Four Seasons	Doorman ; valet parking, customer care
Several grads	Freelance Photographer
Gallery of Photography	Resident Intern ; administrative, front of house.
Ink Splash	Larger format printer/sign maker ; printing signage for shop fronts
Dune	PR Intern ; Management of samples, liaising with press general office duties, training new interns.
Self-employed	Freelance Photographer

Further Study Examples

Teagasc	Certificate in Agriculture (level 5)
NCAD	MA in Fine Art Painting
DIT	MSc in Creative Digital Media

DL043 BA (Hons) in Visual Communication Design

Employment Examples

Seoul English Village	English Teaching ; teaching kids and adults in Pungnap Dong, Korea
Zinc Design Consultants	Designer ; design for screen and print
Martello Media	Junior Graphic Designer
Dundrum Library Project	Book illustrator
Klomagrafik	Junior Designer (Barcelona)
By and Sell	Marketing Executive ; promotion, marketing, development

HSE	Art Teacher ; teaching art to recovering drug addicts
TCD Science Gallery	Intern Graphic Designer ; graphic design, exhibition, signage
Code	Intern Designer
Zero-G, Atelier, Detail	Threex3 Intern

DL044 BA (Hons) in Visual Arts Practice

Employment Examples

DCU	Education & Outreach Officer (Temp 7-9 months); liaising with education groups visiting the exhibition, promotion, exhibition guide, technician, marketing
Dunnes Stores	Sales Assistant ; basic sales and shop work
Dun Laoghaire Rathdown CC	Assistant Staff Officer ; public administration
Irish Independent	Printer ; publication and printing of national newspaper
Inspiring Ideas	Sales Assistant
Apollo Gallery	PT Sales Assistant
IADT	Fine Art Workshop Attendant
Model Works Media	Office Manager ; accounting, administration, running of studio
Centra	Off-licence Supervisor
RHA Gallery	Technician
Giraffe the Agency	Art Director ; graphic design, art direction, promotions, typography
Inflight Dublin	Metadata Executive
Two Men and a Truck	Unspecified
Extreme Ireland	PT Tourist Information Assistant
Bank of Ireland	Senior Web Developer ; wireframe, template designer, liaise with other teams, product design, research and development, usability evaluation, content management

Compass Ireland	PT Waiter
Little Green Street Gallery	Intern Assistant Art Director ; painting to organizing events, curating and designing
Access Building Design	Services Coordinator
Kevin Kavanagh Galleries	Gallery Assistant
Gracelands	Intern Technical Assistant ; working on art exhibitions
Monster Truck	Intern Technical Assistant
Visual Artists Ireland	Professional Development Assistant

Further Study Examples

Liberties College Dublin	Broadcast Media Production (CDVEC Certificate)
NCAD	MA Art in the Contemporary World
NCAD	Diploma in Photography and Digital Imaging
National Learning Centre	IT and business studies (level 4)

DL045 BA (Hons) in Film and TV Production

Employment Examples

TV3	Researcher
Watchtower Film Prod	Dailies runner (Temp 2-3months); assisting in production office, running dailies, call sheets etc.
Korean Air	Bilingual Reservations Agent
Xtravision	PT Customer Sales Representative
The Factory	Assistant Editor
Sky Backpackers	Night Porter

Green Lions Films Ltd	Production Assistant/Manager ; organising shoots and schedules, brainstorming ideas, going to shoots and doing camera work or sound, buying and managing kit, contacting contributors, some editing/IT.
Avoca	Sales Assistant ; tills, customer service
Thomastown Office	Assistant Manager
Event Junkies	Editor ; production and editing, film directing
Beacon Television	Production Intern ; assisting in production office and on set
Rise Films	Production Assistant
Fast Net Films	Art Department Trainee ; phone calls, admin, practical work
V-Stream	Editor
World 2000	Production Assistant ; general runner

Further Study Examples

NUIG	MA in Screenwriting
TCD	MFA in Playwriting
IADT	MA in Broadcast Production for TV and Radio
NFS London	MA in Film Direction

DL051 MA in Screenwriting for Film and TV

Employment Examples

Unspecified	Freelance Screenwriter
--------------------	-------------------------------

Further Study Examples

TCD	PHD in film
------------	--------------------

DL052 MA in Visual Arts Practice

Employment Examples

Biografilm Festival	Head of Programming Office ; selection of films, taking care of coordinating the whole programme, external collaborators and curators included, researching contents and films also by travelling as delegate to other film festivals.
Makers & Brothers	Studio manager ; administration and day to day management of a craft studio and e-retailing venture for Craft and Design
Salon Gallery	Intern Gallery Assistant

Further Study Examples

CIT Crawford Art College	MA in Art Therapy
---------------------------------	--------------------------

DL056 MA in Broadcast Production for Radio and TV

Employment Examples

RTE	Broadcast Co-ordinator ; part of a team to get live radio programmes to air
Indian Spice	Counter Staff
Tesco	Team Leader
Rothco	Intern Copy-writer ; write ads
Newstalk	Broadcast Assistant ; talking Point with Sarah Carey
Ocean FM	Presenter/producer/researcher
JaccART	Creative Director ; sourcing images from photographers and artists working in Europe and America and publishing their work on a large scale in the Far East on a wide variety of mediums.
Lotus Media	Project Manager ; scheduling projecting, delegating jobs to editors, organizing shoots
Henegan PR	PR Intern ; distributing press release, phone calls to clients, attending meetings

Further Study Examples

Hibernia College

Higher Diploma in Arts in Primary Education

DBS

Higher Diploma in Sports Journalism

IADT

Postgraduate Diploma in Business in Cultural Event Management

Career Profiles





Nicola Fox-Hamilton

School of Creative Technologies

DL155 MSc in Cyberpsychology

Comma Workspace - Co-founder, Researcher & Art Director.

I decided to further my education with the MSc in Cyberpsychology as I have a love of learning and wanted to broaden my experience and knowledge. I studied Visual Communications in IADT about ten years ago, and had since worked as a graphic designer and art director in the design and advertising industry both here and in the US. I have always had a keen interest in psychology, and hoped the Masters in Cyberpsychology would marry my two areas of interest and broaden my career options.

Two of the most positive aspects of the course are that it covers both a wide breath and a depth of knowledge, and that the lecturers and other staff are incredibly knowledgeable, dedicated and excited by the subjects they teach. The class is a small group, which benefits from plenty of individual interaction with each other and with lecturers, and is comprised of people from very different academic and working disciplines which makes it interesting and lively. The course offers the chance to open up new possibilities for people from many different areas. It has led my interests and my career into areas that I never expected, and that I'm greatly excited by.

I run my own consulting company and in my existing work what I learned has been invaluable. The impact of digital media and social networking is increasing exponentially in design and advertising, and I have been able to offer insights and greater value to clients. It has also given me a greater understanding of how people generally act and think differently online or offline. However, the most exciting impact the Masters has had is that I am now moving into the area of research - unrelated to my design work. I soon hope to begin a PhD, and to begin teaching and becoming active in academia, which is something I had never considered until attending this course. The lecturers and staff in the college have been nothing but enthusiastic and encouraging throughout my time with them, and I'm very much looking forward to working with them in the future.

I would highly recommend this course to anyone interested in the area. It is hard work, however the more you invest in it the more you will get from it. I would recommend approaching each subject area of the course with an open mind because you never know in what direction it will lead you.



Jason Cullen

School of Creative Arts

DL045 BA (Hons) in Film and TV Production

Film and Broadcasting

I graduated from IADT last year with a 2.1 in Film and Television Production. My major area of study was production and during my last year in college I developed and produced along with the director, Mark Armstrong our graduate television show; Growing Up. This was the first ever fully HD multi camera outside broadcast that the college had ever taken part in and was a complete success. The show went on to win Best Entertainment show of the year with the Royal Television Society and Best International Entertainment show of the year at the Celtic Media Festival.

Along with this, the short films and documentaries that I produced were screened in Kerry, Waterford and the Jameson Dublin film festivals respectively, of which Centre of the Universe won best student short in Kerry.

Since leaving college I have been busy on and off, I was working pretty steadily as a boom operator up until Christmas, shooting quite a few shorts and an independent feature called Death Waits. Since then I have been shifting my focus back towards production. In the last six months I have worked as locations assistant on the arts council short "the Consolation of Orion". I was working on Ripper Street as the Dailies Production runner. I have also been working as a trainee with Tilted Pictures, working within their production department on their Film Board shorts, "the Tree," "Doghouse" and "Cluck," which was IFTA nominated last year. More recently I have been working on 13 Steps Down, as their Production Trainee for the last few weeks of production. Then I went on to work as the Dailies Runner for "All Is By My Side" the Jimi Hendrix Biopic. I have just started my latest job as Production Trainee on the three part ITV series called "the Ice Cream Girls". I have now reached my aim since leaving college which was to be fully supporting myself working within the film industry within one year of graduation.

If I had to give one piece of advice for current students it would be this: you get as much out of the film industry as you put in. In these financially difficult times it is even more important to show up early, stay late and work as hard as possible. Those who stand out and are good at what they do will always be brought back for the next job... oh and get a car... you can't work in the film industry without one, believe me, I've tried



Aran Quinn

School of Creative Arts

DL041 BA (Hons) in Animation

THE MILL NY - Production Artist

I finished the 4 year course in 2011 . Bringing artwork to life by giving it motion was too much of a pleasure for me. Although challenging at times I found the course to be very rewarding. The Animation class has less than 30 in your year so they become your second family that you can geek out with by chatting and learning about cartoons and film all day. The lecturers were very warm, welcoming and helpful in making me excel and develop as an artist.

Once graduated, I left for NYC on a summer on a J1. I heard word from a contact in an Irish film production house that I'd worked for during my previous summers that an intern spot had opened in the Mill NY, a High End post-production company, where I was to serve coffees to their clients such as Nike, Adidas, Daft Punk and more. If they liked my work I was told I might get a chance to work on a project. After 5 months of proving to them that I could keep up, I was hired as a Production Artist.

On a day to day basis I draw and animate characters for adverts and music videos, model character designs in 3D and design style frames to win our pitches to agencies around the world. I do this in programs such as Maya, Z brush, all Adobe programs. I always rough out my ideas on paper with the old lead pencil himself. I hope to stay here for the next 3 years as it's the best post house in NY. They have some of the world's best artists here so I'm learning an incredible amount and I'm absolutely loving it. I say 3 years for I love to travel and animation is a great career for it.

My advice to future students is work hard and make sure to put your love into it, for if you don't love what you're doing no one else will love what you're doing. A huge thing is to make sure you have a great attitude and be nice to everyone, for that can almost bring you to where you want to be faster than your work can.



Anna Mulvhill

School of Creative Arts

DL044 BA (Hons) in Visual Arts Practice

Further Studies: MA Art Therapy

I graduated from IADT's Visual Arts Practice course in 2011 and am now beginning my second year in a postgraduate course. I had begun in IADT with the hope of applying for the Masters in Art Therapy programme in Crawford College, Cork and was fortunate to be offered a place there straight after my degree.

As part of my course in IADT I was able to collaborate and work in the community which assisted in my understanding of, and application for Art Therapy. Through the college, I took part in the Create programme in 2010 which allowed me to work with patients in the National Rehabilitation Hospital and I also worked with a women's creative social group in 2011 for my degree project. The freedom to work in this way was a highlight of my time in IADT and where I gained the most valuable experience. I also volunteered at the Rehabilitation Hospital throughout my time in IADT and have found that experience invaluable also. I would highly recommend collaborative and community work to current and future Visual Arts Practice students.

I am a single parent and further education is financially difficult but I was successful in my application for a VEC grant. The college also provided childcare assistance which was a greatly needed support. The balancing of family or jobs and college work is demanding but is much more manageable if you have a real interest in your chosen course.

I really enjoyed my time in IADT and met so many great and inspiring people. I also love the MA course I am doing and can't wait to get started as an Art Therapist. The combined BA in Visual Art Practices and MA in Art Therapy will allow me to work in a wide variety of healthcare, psychiatric and educational settings as well as in private practice, while continuing to develop my own art practice.

My advice to future students would be to enjoy it, and stay focused on what you want from the course. With the freedom allowed within the art projects it is important to maintain a strong sense of yourself and your work.



Stephen Hughes

School of Business and Humanities

DL241 English, Media & Cultural Studies

Further Study: MSc in Science Communication

I graduated from English, Media and Cultural Studies (EMCS) in 2011, having returned to college at 27 as a mature student. I knew that I wanted to go to college to start my career, but I really didn't have any specific goals. My interests were broadly located in literature and film when I started. But after four years of learning about diverse aspects of contemporary culture through critical theory, identity politics and practical research, my interest shifted to science, culture and contemporary media. EMCS was an incredibly enriching experience – with fantastic lecturers helping students develop a depth of critical and analytic thought that has been indispensable to me since embarking on my career. Immediately after IADT, I went to Dublin City University to study an MSc in Science Communication. This course supplemented my understanding of the role of the institutions of science in society and strengthened my communication skills. In the summer of 2012, I was successfully accepted as a paid intern at CRANN in Trinity College Dublin, a world class nanotechnology research institute. I work in the education and outreach department, making videos for industry, policymakers and the general public. My EMCS degree allows me to bring a depth of thought to the job which is simultaneously critical, creative and practical. This is crucial for such a specialised type of communication, which aims to clearly communicate complex and specialised ideas to a diverse range of people. I have just finished writing a PhD proposal about science communication, innovation, and culture; awaiting a response from a funding body with fingers firmly crossed. EMCS has allowed me to follow my passions while provided me with an expert set of skills in critical thinking and communication that has been central to my achievements so far. If I was to give any advice to a prospective student, it would be to value dedication and commitment, and to enjoy the learning experience. Appreciating education as an end in itself, rather than exclusively as a means of furthering a career, has been hugely rewarding for me.



Hazel Williams

School of Business and Humanities

**DL243 Bachelor of Business (Hons) in
Entrepreneurship**

Further Study – MBA

I returned to college as a mature student, not knowing what to expect from the college, course or peers. Over a three-year period at IADT, I found more than I ever expected. I now have a true love of academic practice and transferring the many skills I learnt into everyday working life is very fulfilling.

I found the college a great support with lecturers that truly understand the cultural, arts, theatre and music industries as they have worked or are still working at the forefront of their specialty. I still avail of their services today, as they want you to succeed with your aspirations and dreams and they want you to create a better cultural and more diverse world.

The option in third year to undertake an internship has added value to my CV, you need to be careful in your selection of your internship, as it will place you on your initial career path when leaving college.

I am currently undertaking an MBA while I continue to forge out my career path. This course opens your mind to the endless possibility of employment within the industry the only thing holding you back is yourself as IADT provides you with everything else you need along the way.