

**Institute of
Art, Design +
Technology
Dún Laoghaire**

2021

**GRADUATE
OUTCOMES
SURVEY**

Annual Report
for Dun
Laoghaire
Institute of Art,
Design and
Technology

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INTRODUCTION

This annual report summarises the data gathered for the 2021 Graduate Outcomes Survey issued by the Higher Education Authority (HEA). Since 2017, it has been mandatory for all Institutes of Technology and Universities to participate in the nationwide Graduate Outcomes Survey using the template provided by the HEA. The survey was distributed to graduates just less than six months after graduation, in March 2022. Due to COVID-19, the survey was not issued to 2019 graduates. This report will compare the 2021 data to those reported in 2020 primarily.

This report contains two sections. The first section provides a general summary of the graduate information for the whole of IADT and its two faculties: Faculty of Film, Art and Creative Technologies (FACT), and Faculty of Enterprise and Humanities (FEH).

The second section provides a more detailed analysis of graduate information at department- and programme-level. An overview of graduate response rates, economic status, employment and unemployment, further study and training, and student experience will be provided for IADT's five departments: Department of Design and Visual Arts; Department of Film and Media; Department of Technology and Psychology; Department of Entrepreneurship; and Department of Humanities and Arts Management.

Many people helped make the 2021 Graduate Outcomes Survey possible.

Heartfelt thanks must go to Patrick Brophy for his central support getting this project off the ground in terms of initial contact with students, updating databases and compiling response data. And, also, to Carmel Kelly for her support throughout.

We enjoyed a phenomenal response rate to this year's survey which was down in no small part to both our amazingly talented Student Ambassador Team; Katherine Michael, Clare O'Brien, Pearse McKiernan and Fay Orion Antar who ran our Graduate Outcomes Survey Call-Centre for 3 weeks in May/June, and some wonderful competition prizes.

Huge thanks and gratitude are also due to Dr Christine Horn, Lecturer, and Louise Gahan Horan for their support, skill, and expertise in putting this report together.

A complete pleasure working with all of you.

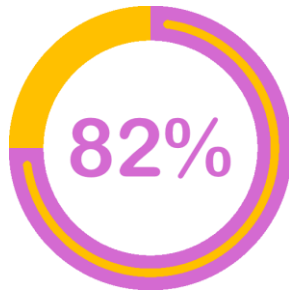
And, finally, to our 2021 graduates, thank you for taking the time – you are awesome! Huge luck to all of you in this next wonderful chapter of your journey.

Dawn O'Connor,

IADT Careers and Employability.

SECTION 1: INSTITUTE OVERVIEW

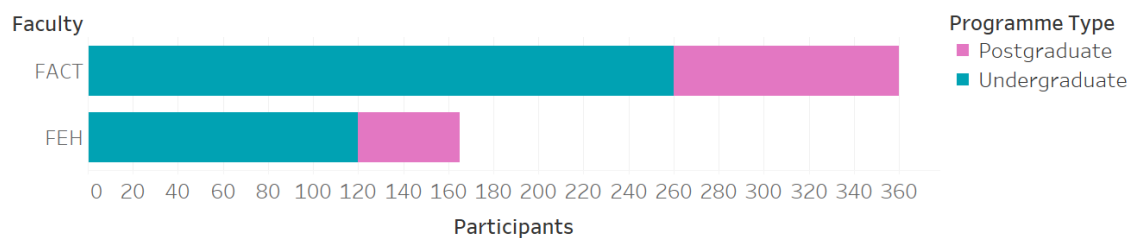
Response Rate



Overall response rate: 82%

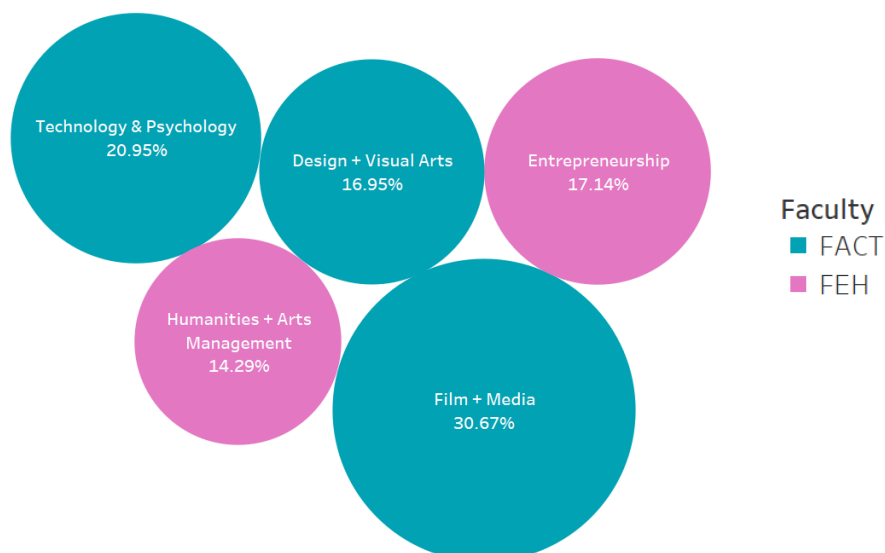
This year's graduate survey saw another increase in response rate compared to previous years (76% in 2020, 38% in 2018). 525 of the 638 IADT 2021 graduates invited to take the survey responded.

Survey Respondents by Faculty



FACT graduates accounted for 69% of respondents and FEH graduates accounted for 31%. Undergraduates made up 72% of respondents, while 28% were postgraduates. Although the number of respondents from each faculty notably differed due to the disparity in faculty size, overall response rates for both FACT (84%) and FEH (79%) were high.

Survey Respondents by Department



ECONOMIC STATUS

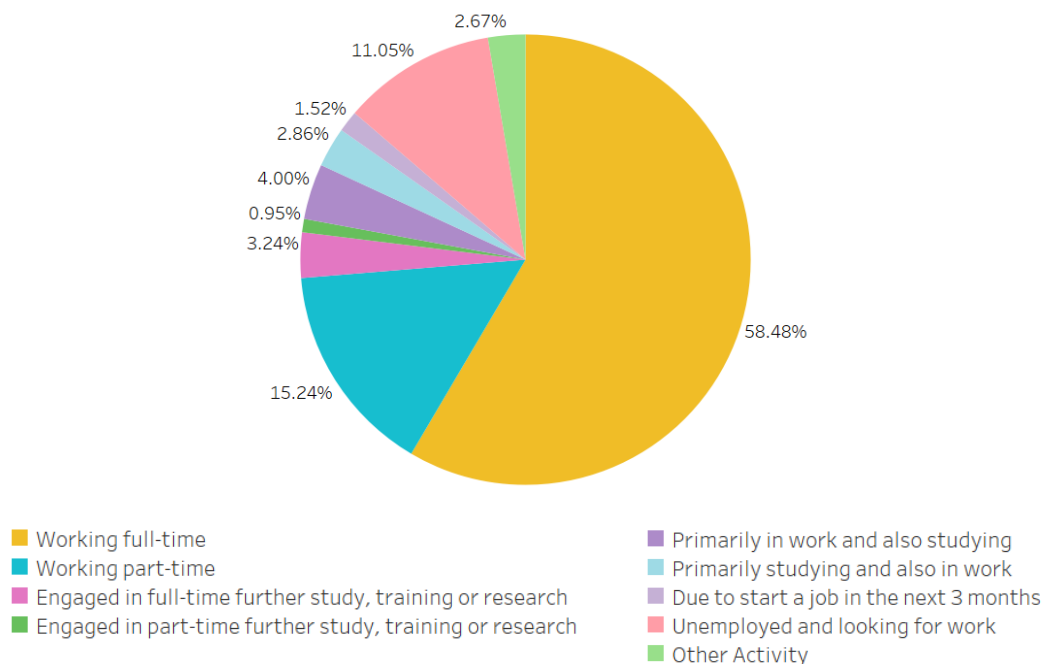
Respondents in Employment

82%

Respondents in employment: 82%

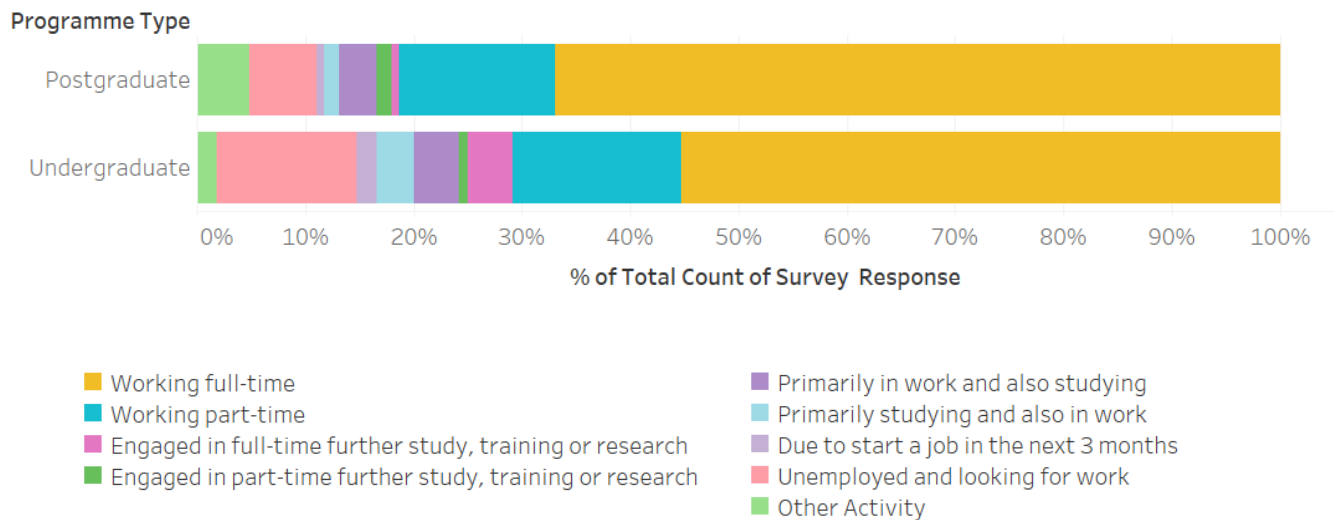
Of the 525 IADT graduates surveyed in March 2021, 82% were employed in some capacity (including those who were due to start work in the next three months). This was an increase from the percentage reported in 2020 (75%).

Economic Status Overview



Seventy-four percent of responding graduates were in either full-time or part-time employment alone, while 7% were working and studying simultaneously. Eleven percent of graduates were engaged in further study, training or research, with approximately 4% of graduates engaged solely in either full-time or part-time study or training, 4% primarily working and also studying, and 3% primarily studying and also working. Finally, 11% of graduates were unemployed and looking for work six months after graduation, and almost 3% were engaged in another activity.

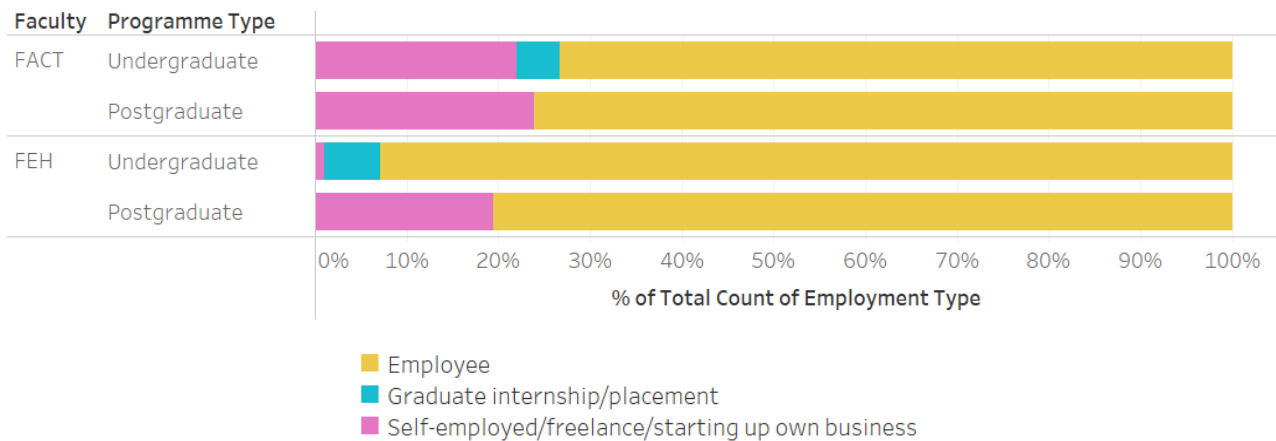
Economic Status by Programme Type



Eighty-seven percent of responding postgraduates were in employment (including those who were due to start a job in the next 3 months) compared to 80% of undergraduates. Approximately 5% of postgraduates were both working and studying, compared to 8% of undergraduates. The unemployment rate was higher amongst undergraduates (13%) compared to postgraduates (6%).

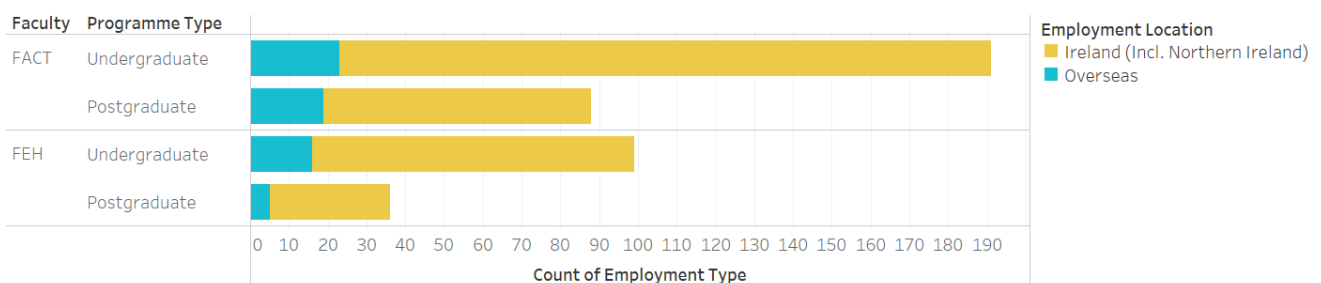
EMPLOYMENT

Employment Type



The chart above illustrates the percentages of graduate employment types by programme type (undergraduate or postgraduate) and faculty (FACT or FEH), for programmes with more than five graduate responses. Most graduates indicated they were employees (80% of undergraduates and 77% of postgraduates). Postgraduates in FEH had higher rates of self-employment (19%) compared to undergraduates (1%). However, self-employment rates in FACT were more even amongst postgraduates (24%) and undergraduates (22%). A small number of undergraduates (5% from FACT, 6% from FEH) were on a graduate internship or placement.

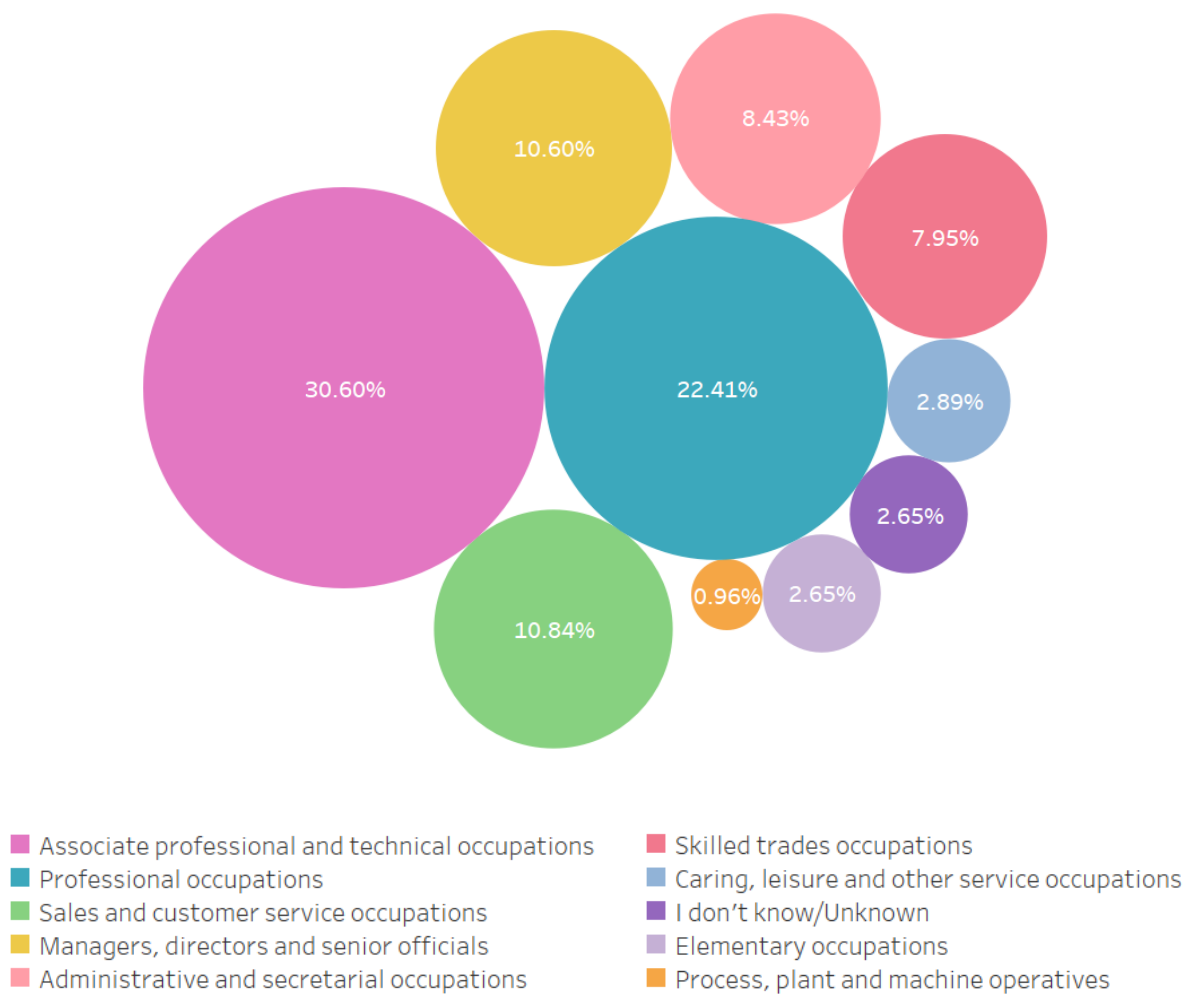
Employment Location



Regarding employment location, 85% of employed graduate respondents were working in Ireland compared with 15% working overseas (where Ireland included both the Republic of Ireland and Northern Ireland). Overseas work in 2021 increased

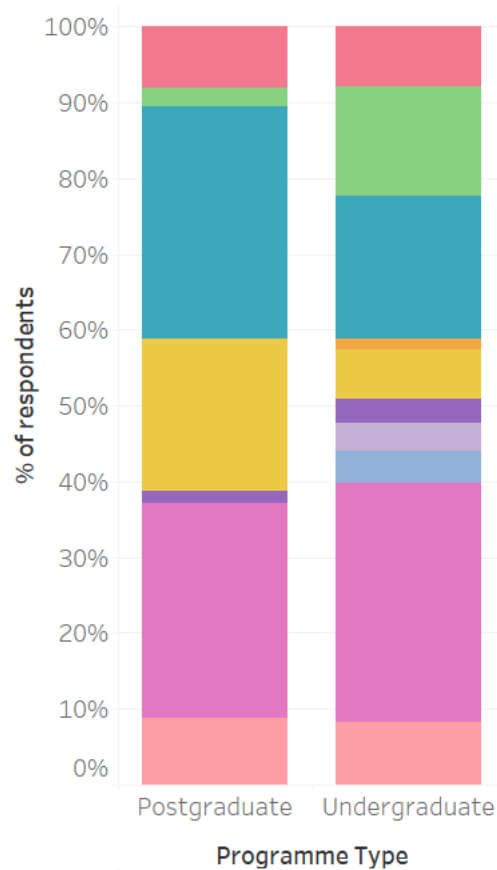
from the 8% reported in 2020. Of the five departments, Film and Media had the highest number of graduates working overseas (22%) and Design and Visuals Arts had the lowest (8%).

Occupation



Professional and technical occupations accounted for 53% of graduate occupations, followed by sales and customer service (11%), managerial (11%), and administrative and secretarial (8%) occupations. The two least populated occupations were caring, leisure and other service occupations (3%) and process, plant, and machine operatives (1%).

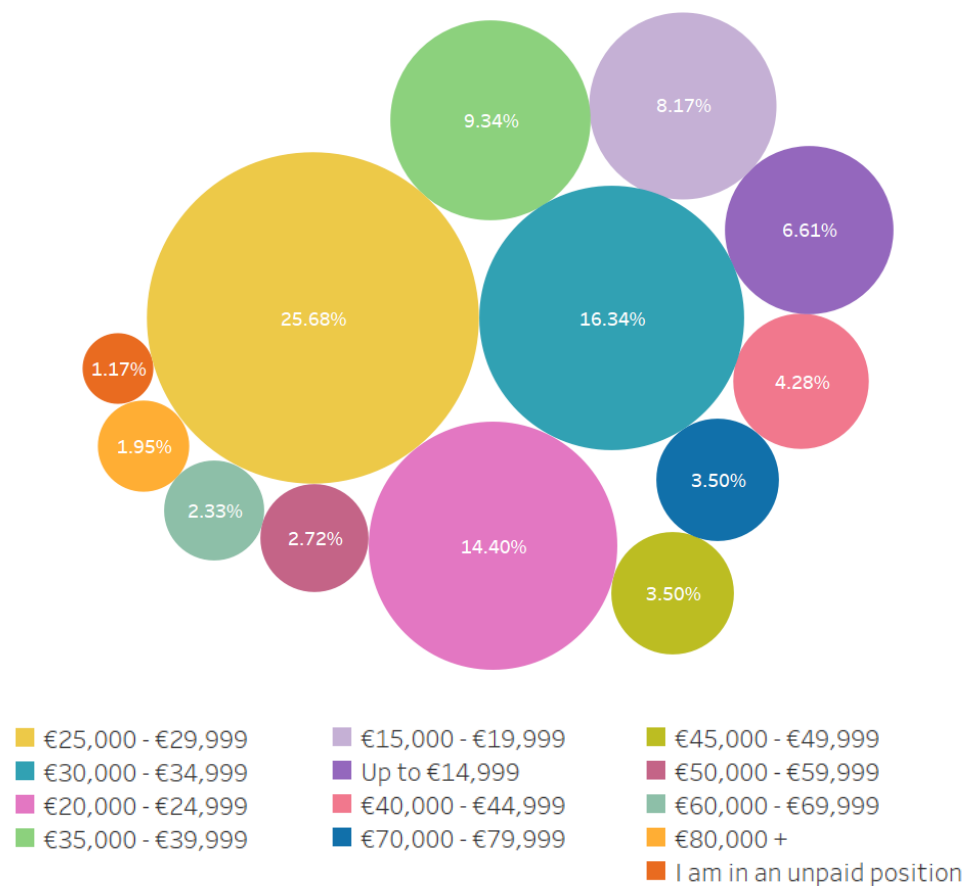
Occupation by Programme Type



- Skilled trades occupations
- Sales and customer service occupations
- Professional occupations
- Process, plant and machine operatives
- Managers, directors and senior officials
- I don't know/Unknown
- Elementary occupations
- Caring, leisure and other service occupations
- Associate professional and technical occupations
- Administrative and secretarial occupations

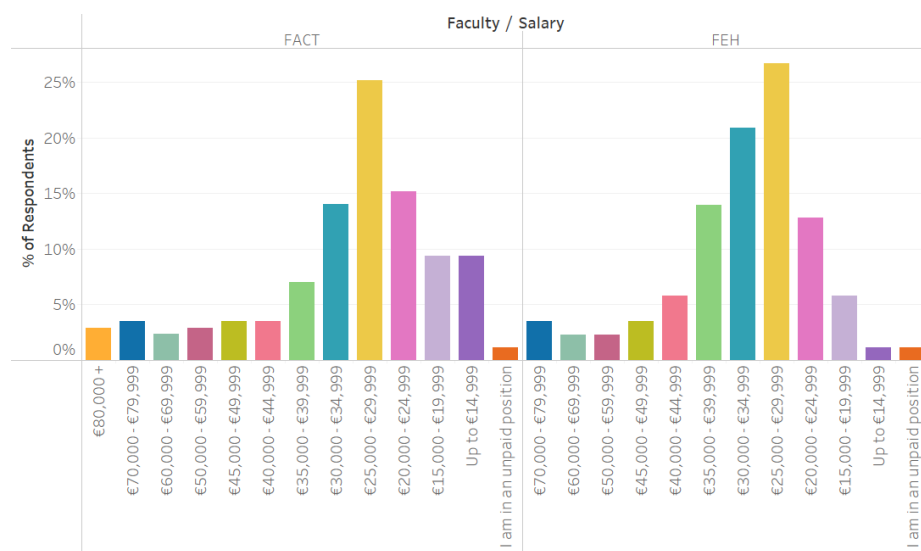
Regarding occupation across programme types, more postgraduates were in professional occupations and managerial, director or senior official roles than undergraduates, while undergraduates were in more sales, customer service, caring, leisure, and elementary occupations. No postgraduate respondents were in elementary occupations, caring, leisure and other service occupations, or process, plant, and machine operatives.

Salary Bands



As in 2018 and 2020, the most common salary band for graduates across the institute was €25,000–€29,000, with 26% of responding graduates earning within this salary band. More than half (56%) of graduates were earning below €35,000, 22% were earning €35,000–€69,999, and just 2% of graduates were earning €80,000 or above. The least populated salary band was unpaid positions (1%).

Salary Distribution by Faculty

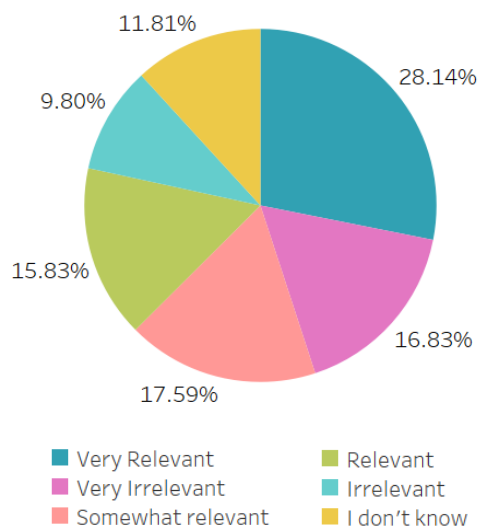


The most common salary band for both FACT (25%) and FEH (27%) was €25,000–€29,999. FEH had no graduates earning €80,000 or above compared to 3% of FACT graduates.

Top 2021 Employers

Organisation	Website	Graduates
Accenture	https://www.accenture.com/ie-en	7
Virgin Media	https://www.virginmedia.ie/	6
IADT	https://iadt.ie	3
Oracle	https://www.oracle.com/ie/	3
Tesco	https://www.tesco.ie/	3
Aer Lingus	https://www.aerlingus.com/	2
AIB	https://aib.ie/	2
ALGORITHM	https://www.algorithm.ie/	2
All Human	https://allhuman.com/	2
BBC	https://www.bbc.com/	2
Paddy Power Betfair	https://paddypowerbetfair.jobs/	2
Permanent TSB	https://www.permanenttsb.ie/	2
Prepay Power	https://www.prepaypower.ie/	2
Salesforce	https://www.salesforce.com/	2
The Coop	https://www.thecoop.ie/	2
The Reelists	https://thereelists.com/	2
Workday	https://www.workday.com/	2

Relevance of Programme



When asked about the relevance of their recently obtained qualification for obtaining their current job role, 44% of employed graduate respondents across the institute said the qualification was either relevant or very relevant. Twenty-seven percent said their qualification was irrelevant or very irrelevant. In FACT, 51% of graduate respondents felt their qualification was either very relevant (34%) or relevant (17%). In FEH, 29% felt their qualification was either very relevant (16%) or relevant (13%).

UNEMPLOYMENT

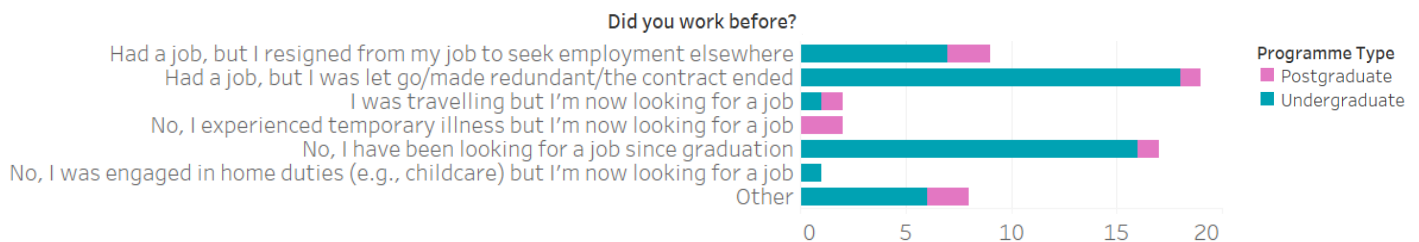
Unemployment Rate

11%

Overall unemployment rate: 11%

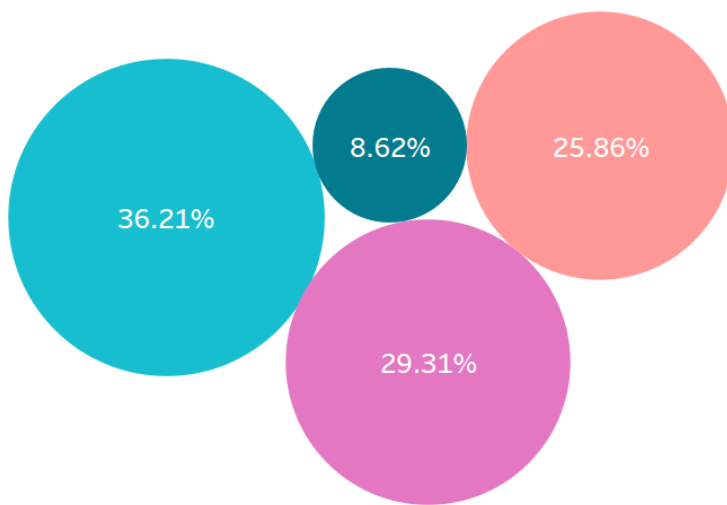
This year's graduates had a lower unemployment rate of 11% compared to 15% in 2020. As was the case in 2020, a higher percentage of undergraduates (13%) were unemployed compared to postgraduates (6%), and more FACT graduates (13%) compared to FEH graduates (8%).

Unemployment Situation



The chart above describes several reasons graduates were unemployed six months after graduation, including illness, home duties, travelling, resignation, redundancy, or contract completion. When unemployed graduates were asked if they had worked in the six months following graduation, graduates had most frequently had a job but been let go, made redundant, or their contract ended (33%). More undergraduates fell into this category (37%) than postgraduates (11%). The next most frequently reported unemployment situation was that graduates had been looking for work since graduation, with 29% of graduates falling into this category (33% of undergraduates, 11% of postgraduates). Only undergraduates reported being engaged in home duties (2% of unemployed undergraduates) as an unemployment situation, while temporary illness was reported only by postgraduates (22% of unemployed postgraduates).

FURTHER STUDY/TRAINING

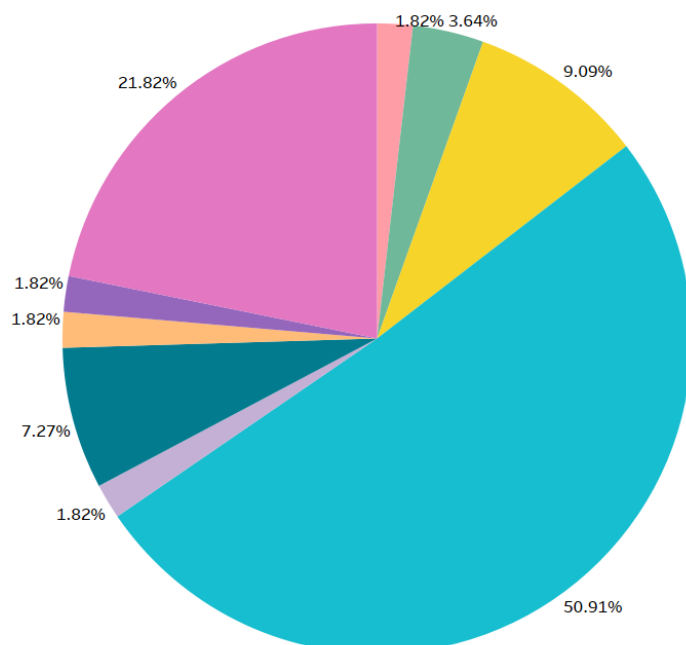


- Engaged in part-time further study, training or research
- Primarily studying and also in work
- Engaged in full-time further study, training or research
- Primarily in work and also studying

The chart to the left provides a breakdown of the 11% of graduate respondents engaged in further study or training six months after graduation. Sixty-two percent of studying graduates were both studying and working simultaneously.

There were 11 graduates who continued further study at IADT but did not respond to this survey. Thus, their data is not reflected in the information below.

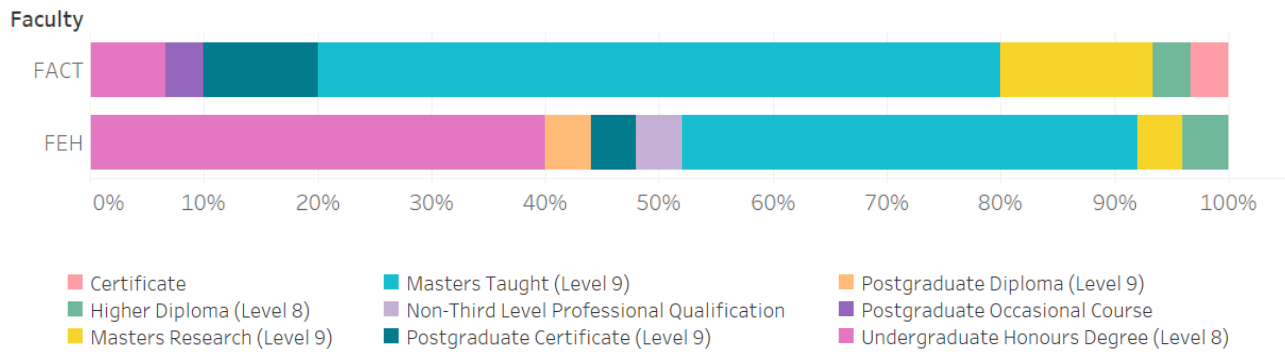
Award Sought



- Certificate
- Higher Diploma (Level 8)
- Masters Research (Level 9)
- Masters Taught (Level 9)
- Non-Third Level Professional Qualification
- Postgraduate Certificate (Level 9)
- Postgraduate Diploma (Level 9)
- Postgraduate Occasional Course
- Undergraduate Honours Degree (Level 8)

The pie chart above illustrates the awards sought by responding graduates engaged in any form of further study. Eighty-two percent of studying graduates were pursuing either a master's degree (60%) or undergraduate honours degree (22%).

Award Sought by Faculty

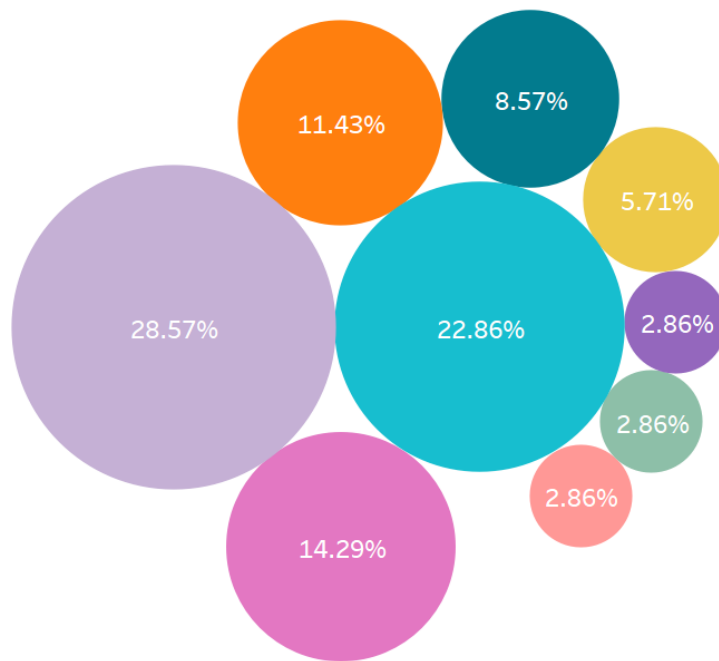


The chart above illustrates the award levels sought by graduates in each faculty. Both the FACT graduates (73%) and FEH graduates (44%) were most commonly pursuing a master's degree. A higher percentage of FEH graduates (40%) were pursuing an undergraduate honours degree compared to FACT graduates (7%).

Location of Further Study

Institution	Graduates
IADT	26
UCD	7
DCU	5
NCAD	3
Maastricht University, Netherlands	3
Queen's University Belfast	2
TU Dublin	1
GMIT	1
Griffith College	1
Post College	1
Vrije Universiteit, Netherlands	1
King's College London, UK	1
Birmingham City University, UK	1
Pratt Institute, US	1
Total	54

Reasons for Further Study



- To change or improve my career options
- To develop a broader or more specialist range of skills or knowledge
- Because it is a requirement for finding and progressing in future employment
- I don't know
- Because I was interested in the content of the course
- Because I had enjoyed my first course and wanted to continue studying
- Ongoing professional development
- I had been unable to find a suitable job
- Other reason

Studying graduate respondents reported various reasons for pursuing further study, all of which are illustrated in the chart above. Just over half (51%) of studying graduates pursued further study primarily to either (1) change or improve their career options, or (2) develop a broader or more specialist range of skills or knowledge. The two least common primary reasons for pursuing further study were ongoing professional development and being unable to find a suitable job.

Student Experience

50%

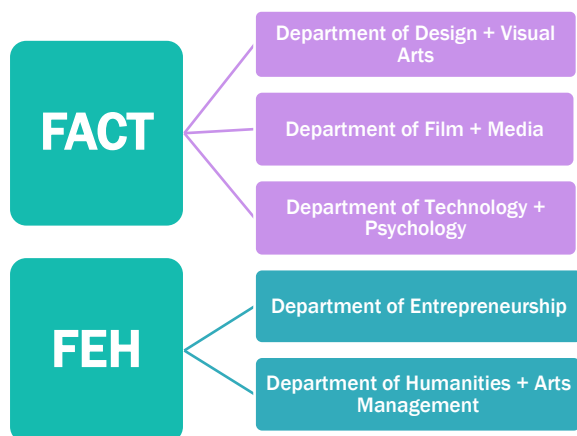
very likely
or likely

“How likely or unlikely is it that you would study the same course again?”

Across the institute, 50% of graduate respondents said they would be either very likely (26%) or likely (23%) to study the same course again. Nineteen percent of surveyed graduates would be either unlikely (9%) or very unlikely (10%) to study their course again. This year, notably more graduates (31% compared to 5% in 2020) indicated they would be neither likely nor unlikely, which might suggest ambiguity surrounding the question's meaning. This increase was seen across all departments.

SECTION 2: OVERVIEW BY DEPARTMENT

Introduction



This section of the Graduate Outcomes Report will provide an overview of the key information pertaining to response rate, economic status, employment, unemployment, and student experience feedback for each department in IADT. At the end of each department overview, a brief summary (including response rate, employment and unemployment, and graduate employers) will be provided for programmes in the department with sufficient response numbers.

This overview will start with the three departments from the Faculty of Film, Art and Creative Technologies (FACT), and followed by the two departments from the Faculty of Enterprise and Humanities (FEH).

Department of Design + Visual Arts

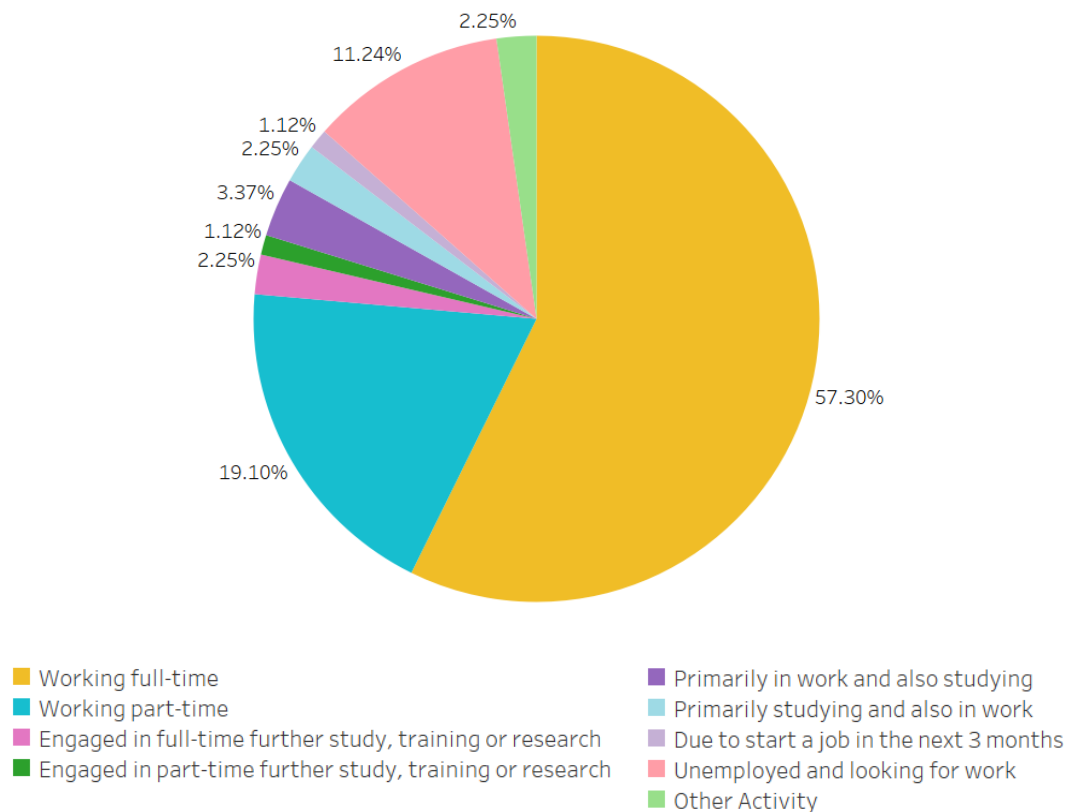
Response Rate

81%

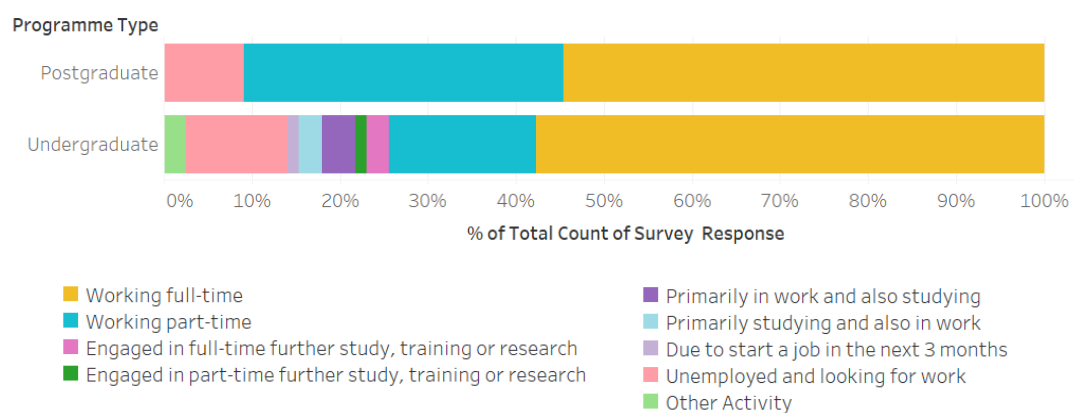
Overall response rate: 81%

Eighty-nine of the 110 contacted graduates from the Department of Design + Visual Arts took part in the 2021 survey. Eighty-eight percent of the department's respondents were undergraduates and 12% were postgraduates.

Economic Status



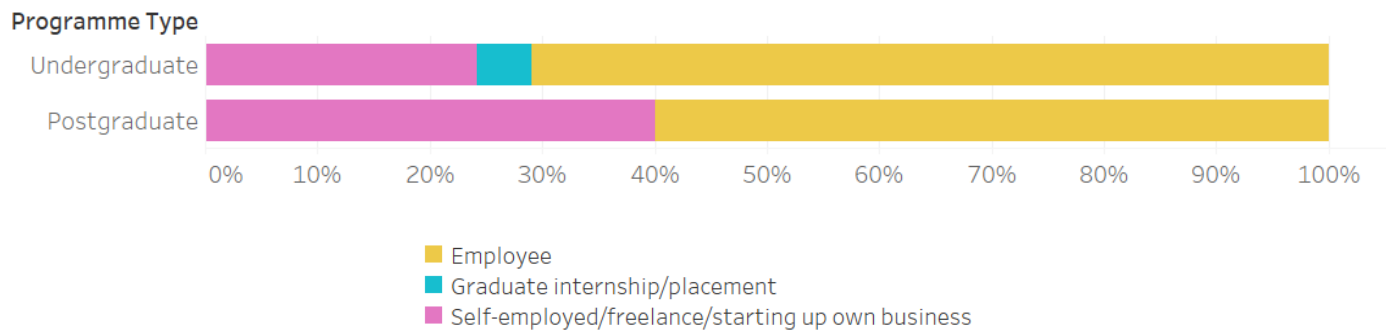
Amongst the responding graduates from the Department of Design + Visual Arts, almost 83% of graduates were employed in some capacity (including those due to start work in the next three months) in March 2021. Seventy-six percent of graduates were solely in either full-time or part-time employment, while 6% were both working and studying at the same time. Nine percent of graduates were engaged in further study or training, with approximately 3% of graduates engaged in full-time or part-time study, training or research alone. Eleven percent of graduates were unemployed and looking for work six months after graduation, and just 2% were engaged in another activity.



Six months after graduation, a higher percentage of surveyed postgraduates (36%) were working part-time compared to undergraduates (17%). No postgraduates were engaged in further study, training, or research, compared to 10% of undergraduates.

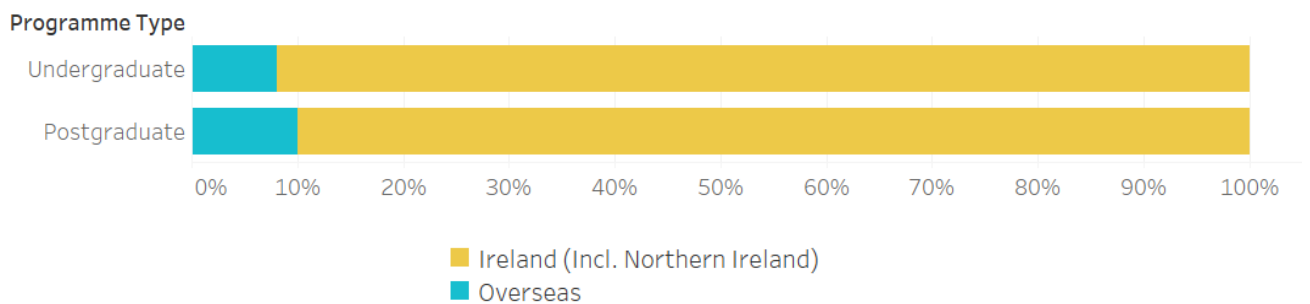
EMPLOYMENT

Employment Type



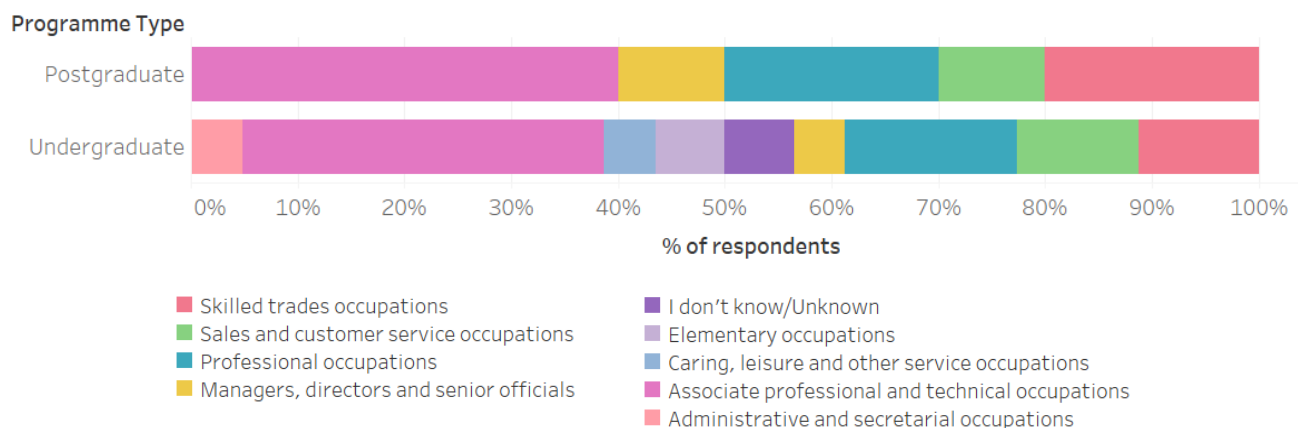
Six months after graduation, a higher percentage of responding Design + Visual Arts postgraduates (40%) were self-employed compared to undergraduates (24%). No postgraduates were on a placement or internship compared to 5% of undergraduates.

Employment Location



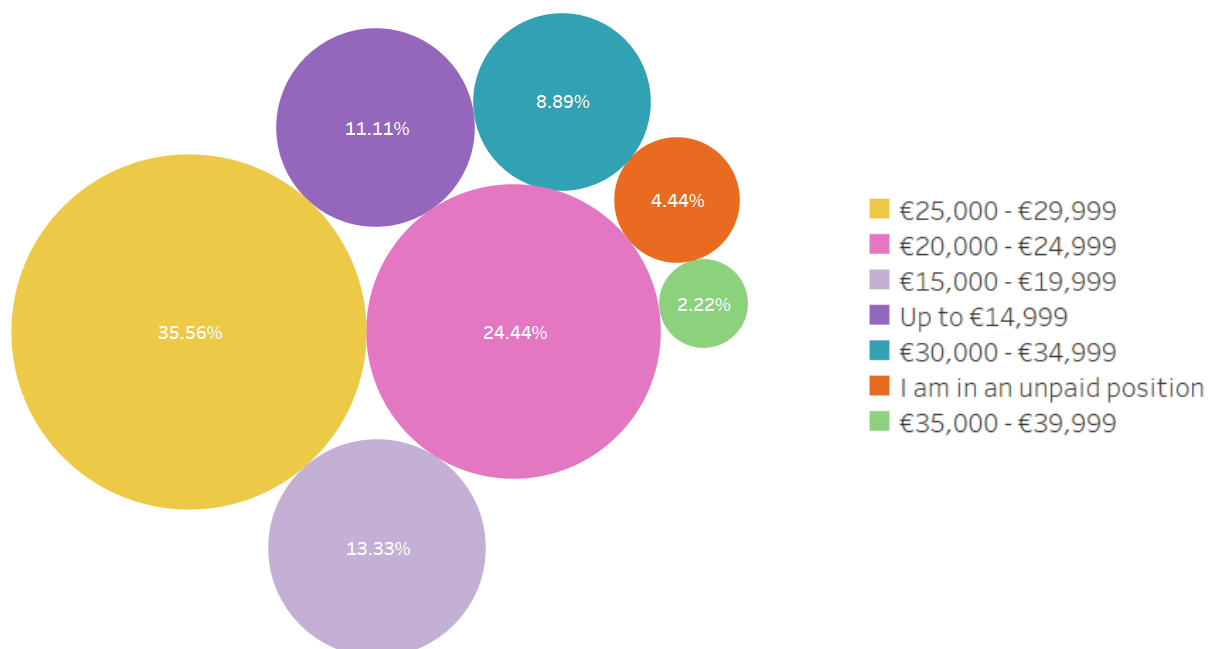
Ninety-two percent of responding Design + Visual Arts graduates in employment were working in Ireland, with 10% of postgraduates working abroad compared to 8% of undergraduates.

Occupation



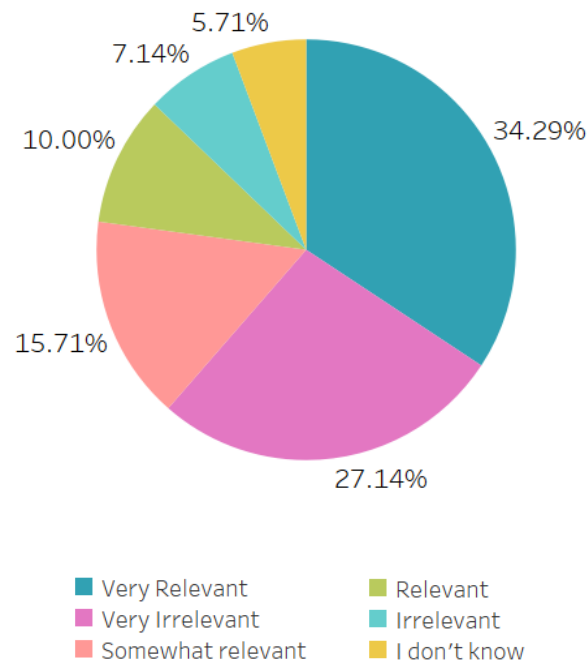
Overall, just over half (51%) of responding Design + Visual Arts graduates were in either professional occupations (16%) or associate professional and technical occupations (35%). There was less variation in occupation type for postgraduates, with most postgraduates (80%) falling into the two aforementioned categories or skilled trades occupations.

Salary Bands



The most common salary band for Design + Visual Arts graduates was €25,000—€29,999, with 36% of graduates falling into this salary band. Approximately 73% of graduates were earning under €30,000. The highest earning graduates in the department (2%) were earning €35,000—€39,999.

Relevance of Programme



When asked about the relevance of their recently obtained qualification for obtaining their current job, 44% of employed graduates said the qualification was either very relevant or relevant, while 34% said it was either very irrelevant or irrelevant.

UNEMPLOYMENT

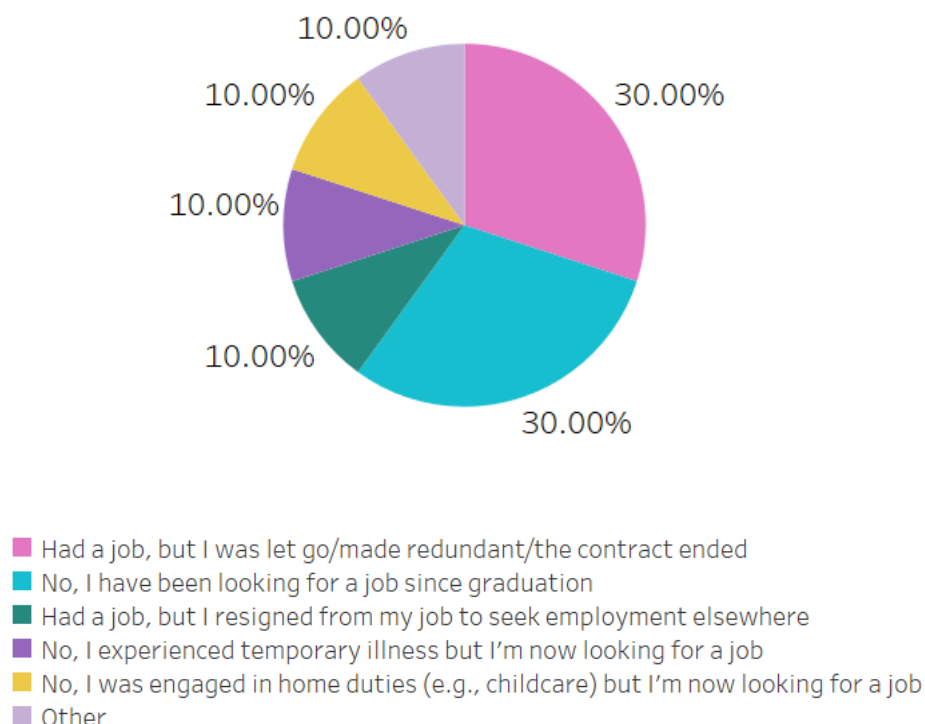
Unemployment Rate

11%

Department unemployment rate: **11%**

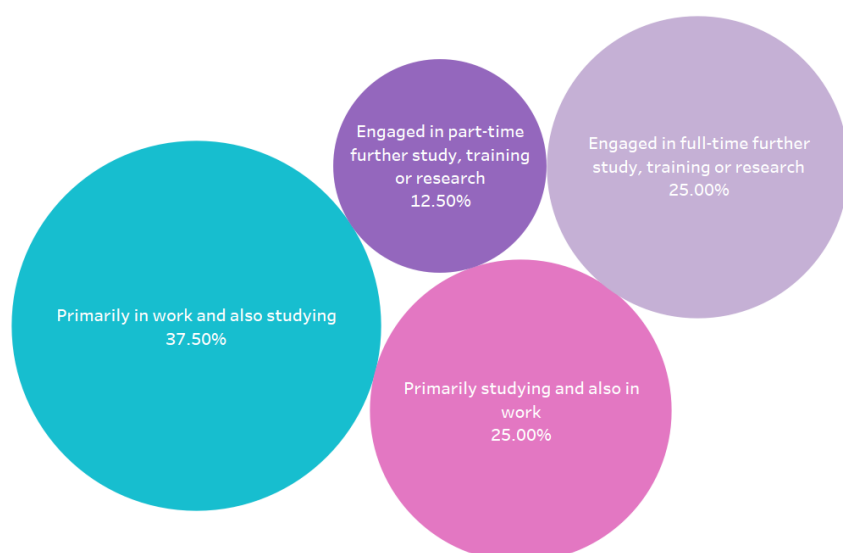
Eleven percent of responding graduates from the Department of Design + Visual Arts were unemployed in March 2021. This was a notable decrease from the 24% unemployment rate reported in March 2020.

Unemployment Situation



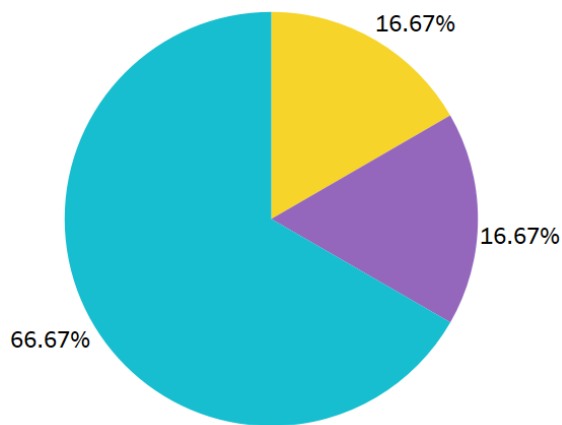
When unemployed graduates were asked if they had worked since graduation, 30% of responding graduates said they had been looking for work since graduation and 30% said they had worked but had since been let go, made redundant, or their contract ended. Other reasons for unemployment included temporary illness, attending to home duties, travelling, and resigning from a previous job to seek employment elsewhere.

FURTHER STUDY/TRAINING



The chart to the left provides a breakdown of the 9% of graduate respondents from the Department of Design + Visual Arts engaged in further study, training, or research six months after graduation. Sixty-three percent of studying graduates were both studying and working simultaneously. The remaining 37% were solely studying full-time (25%) or part-time (12%).

Award Sought

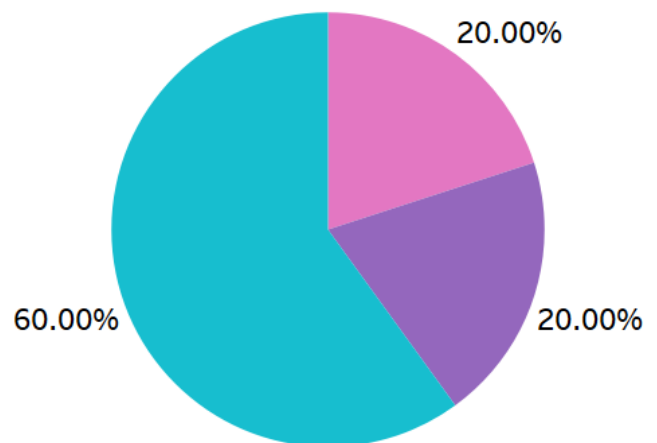


- Masters Research (Level 9)
- Postgraduate Occasional Course
- Masters Taught (Level 9)

The chart on the left illustrates the awards sought by Design + Visual Arts graduates engaged in further study. Eighty-three percent of responding graduates were pursuing a master's degree.

Location of/Reasons for Further Study

Further Institution	Graduates
IADT	2
NCAD	1
TU Dublin	1
Griffith College	1
Pratt Institute, US	1
Total	6



- Why further study
- Because it is a requirement for finding and progressing in future employment
 - Ongoing professional development
 - To change or improve my career options

Student Experience

48%

very likely
or likely

“How likely or unlikely is it that you would study the same course again?”

Within the Department of Design + Visual Arts, 48% of responding graduates said they would be either very likely (25%) or likely (23%) to study the same course again. Twenty percent would be either unlikely (8%) or very unlikely (12%) to study their course again, and 32% were neither likely nor unlikely.

SUMMARY BY PROGRAMME

Bachelor of Arts (Hons) in Visual Communication Design

- Programme response rate: 83%
- Programme employment rate (including those working full-time, part-time, and studying and working simultaneously): 84%
- Programme unemployment rate: 8%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the Visual Communication Design programme.

Organisation	Job Title	Website
ALGORITHM	Graphic Designer	https://www.algorithm.ie/
All Human	Design Intern	https://allhuman.com/
& Open	Junior UX Designer	https://andopen.co/
Addvert	Graphic Designer	https://www.addvert.org/
Happy Finish	Junior Designer	https://www.happyfinish.com/
Kooba	Junior UX/UI Digital Designer	https://www.kooba.ie/
Revolut	Junior Visual Designer	https://www.revolut.com/
Savage Agency	Brand Coordinator	https://www.savageagency.ie/
The Design Factory	Junior Designer	https://designfactory.ie/
The Irish Times	Graphic Designer	https://www.irishtimes.com/
The Tenth Man	Graphic Designer/Art Director	https://www.thetenthman.com/
Wove Strategic Design and Consulting	Graphic Designer	https://www.wove.co/
Zero-G	-	https://www.zero-g.ie/
Further Institution	Course Title	
Griffith College	MSc in Interactive Digital Media	
Pratt Institute, US	MSc Information Experience Design	

Bachelor of Arts (Hons) in Art in Visual Arts Practice

- Programme response rate: 76%
- Programme employment rate (including those working full-time, part-time, and working and studying simultaneously): 75%
- Programme unemployment rate: 18%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the Art in Visual Arts Practice programme.

Organisation	Job Title	Website
The Coop	Camera Assistant	https://www.thecoop.ie/
JCDecaux	-	https://www.jcdecaux.ie/
Malca-Amit	Graphic Designer	https://www.malca-amit.com/
RHA Gallery	Artist	https://rhagallery.ie/
Ormond Art Studios	Artist	https://ormondartstudios.com/
TKMaxx	Manager	https://www.tkmaxx.ie/
Tropical Medical Bureau	Receptionist	https://www.tmb.ie/
Vhi	-	https://www1.vhi.ie/
Further Institution	Course Title	
IADT	Arc MA in Art	
NCAD	PME in Art Education	

Bachelor of Arts (Hons) in 3D Design, Modelmaking + Digital Art

- Programme response rate: 87%
- Programme employment rate (including those working full-time, part-time, studying and working simultaneously, and due to start employment in the next three months): 63%
- Programme unemployment rate: 33%

The table below lists a selection of employers provided by graduate respondents from the 3D Design, Modelmaking + Digital Art programme.

Organisation	Job Title	Website
3D Printing Ireland	3D Printer Prop Maker	https://3dprintingireland.com/
AMC Networks	CNC Operator & CAD Technician	https://www.amcnetworks.com/
Arts Council of Ireland	Retail	https://www.artscouncil.ie/home/
Integer	General Operative for Medical Devices	https://www.integer.net/home/default.aspx
Shadow Creations	Trainee Modelmaker Construction	http://www.shadowcreations.ie/
Tjarks & Tjarks Design Group	Design Studio Junior	https://tjarksandtjarks.com/

Bachelor of Arts (Hons) in Design for Stage + Screen

- Programme response rate: 83%
- Programme employment rate (including those working full-time, part-time, studying and working simultaneously, and due to start employment in the next three months): 88%
- Programme unemployment rate: 8%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the three Design for Stage + Screen programmes.

Organisation	Job Title	Website
August Films Tallinn	Trainee (Hair Department)	https://www.augustfilms.com/
Martha McNulty	Photographer	https://marthamcnulty.com/
NewGraphics	Sales Assistant	https://newgraphic.ie/
Paul Sheeran Jewellers	Marketing Assistant	https://paulsheeran.ie/

Valhalla 3 Productions DAC	Film Crew	-
Ashford Studios	Trainee (Costume Department)	https://www.ashfordstudios.com/
Wooden Man Productions DAC	Trainee (Art Department)	-
Further Institution	Course Title	
TUD	MSc in Creative Digital Media & UX	

Master of Arts in Art + Research Collaboration

- Programme response rate: 83%
- Programme employment rate (including those working full-time and part-time): 90%
- Programme unemployment rate: 10%

The table below lists a selection of employers provided by graduate respondents from the Art + Research Collaboration master's programme.

Organisation	Job Title	Website
Artykel Creative Form	Freelance Artist	http://artykel.org/
PhotoIreland	Digital Content & Archiving Assistant	https://photoireland.org/
Run:AI	Senior Manager	https://www.run.ai/
The Model	Marketing Assistant	https://www.themodel.ie/

Department of Film + Media

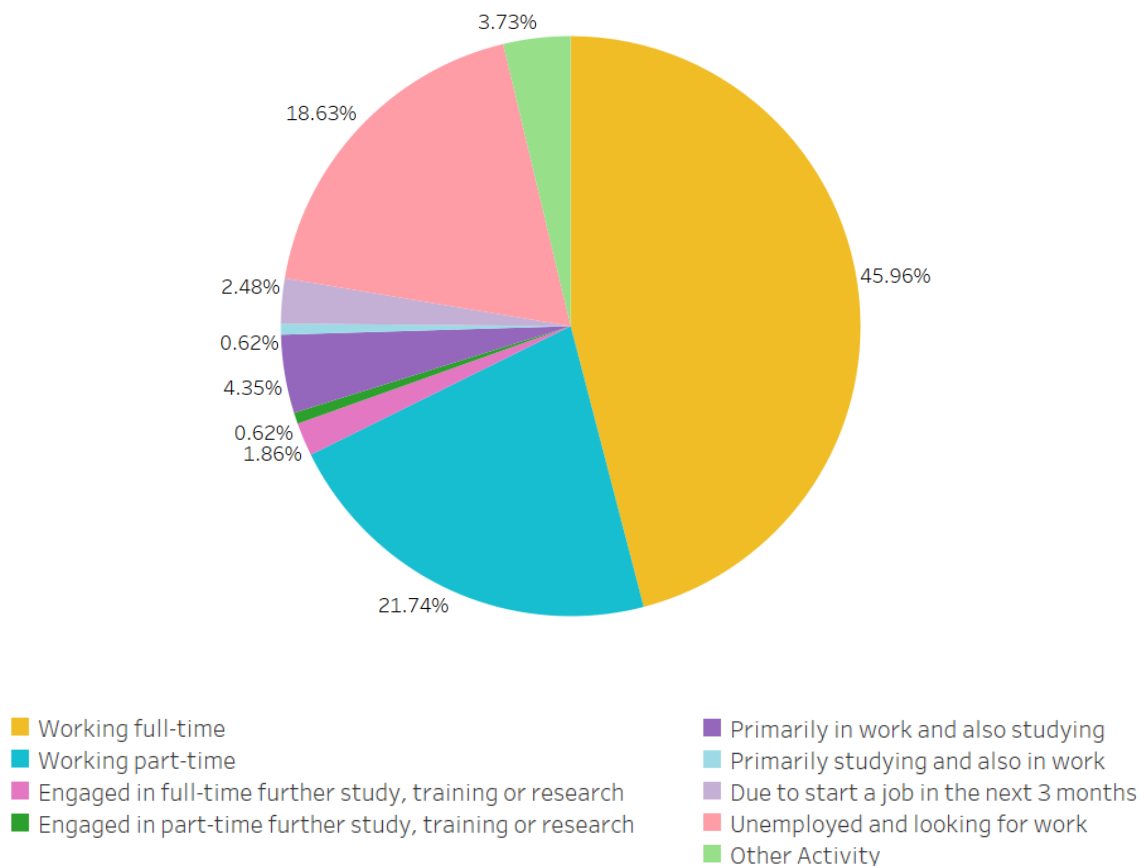
Response Rate

84%

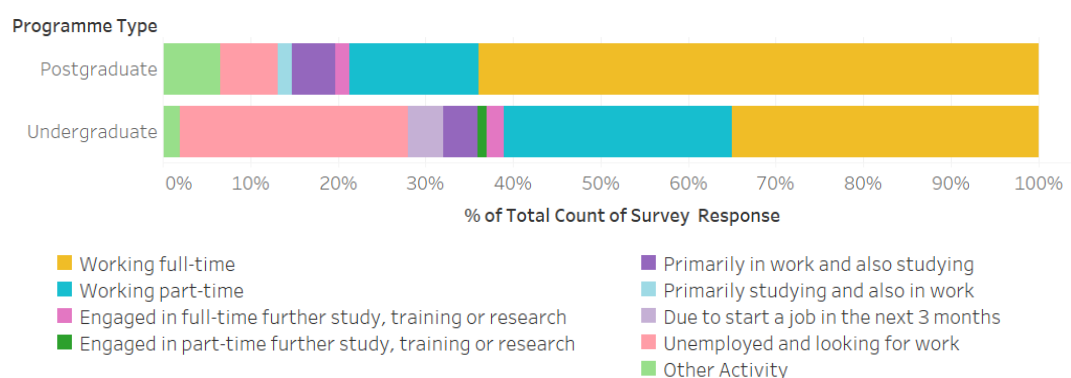
Department response rate: 84%

161 of the 192 contacted graduates from the Department of Film + Media took part in the 2021 survey. Approximately 62% of the department's respondents were undergraduates and 38% were postgraduates.

Economic Status



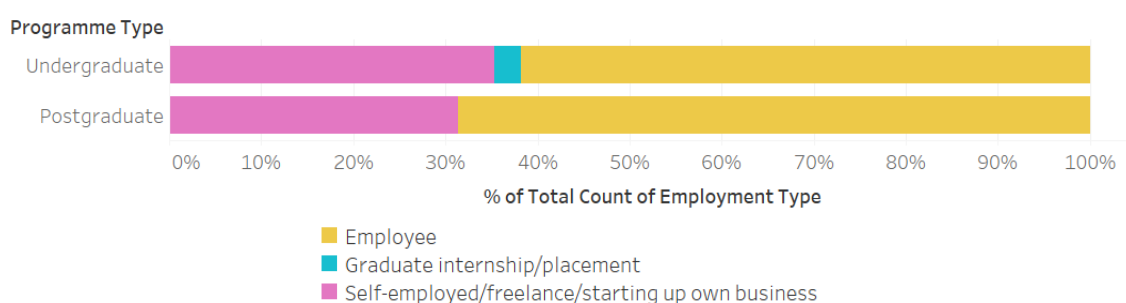
Of the 161 graduates from the Department of Film + Media surveyed in March 2021, 75% of responding graduates were employed in some capacity (including graduates who were due to start work in the next three months). Approximately 68% of graduates were solely in either full-time or part-time employment, while 5% were working and studying simultaneously. Just over 7% of graduates were engaged in further study, training, or research. Two percent of graduate respondents were engaged solely in further study, either full-time or part-time. Approximately 19% of graduates were unemployed and looking for work six months after graduation.



Six months after graduation, a higher percentage of surveyed postgraduates (36%) were working full-time compared to undergraduates (17%), and a higher percentage of undergraduates (26%) were unemployed compared to postgraduates (7%).

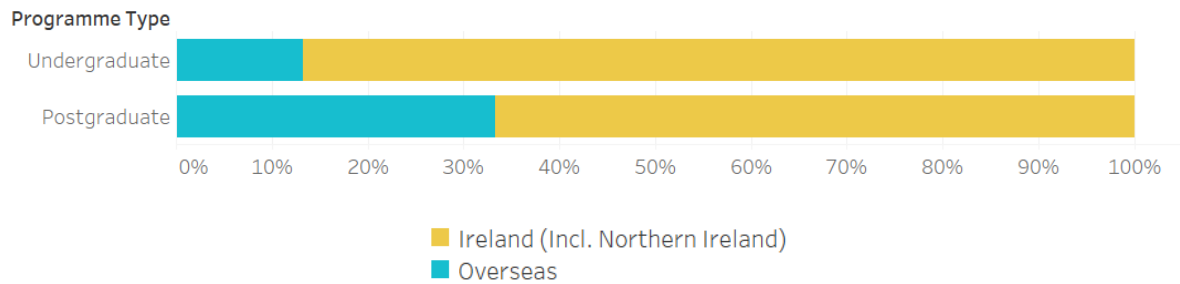
EMPLOYMENT

Employment Type



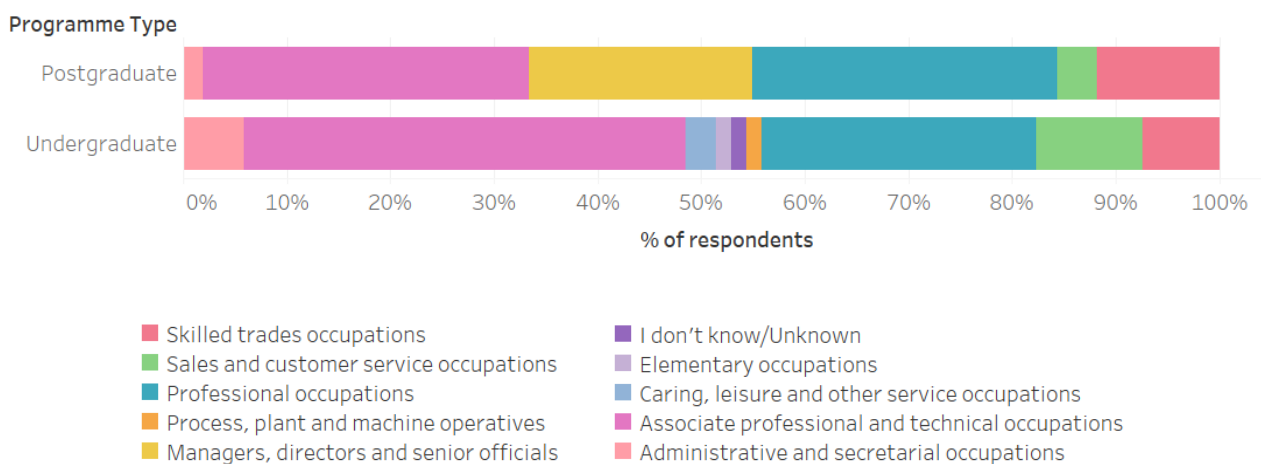
Sixty-five percent of responding Film + Media graduates were employees and 34% were self-employed, freelancing, or starting up their own business. No postgraduates were on a placement or internship compared to 3% of undergraduates.

Employment Location



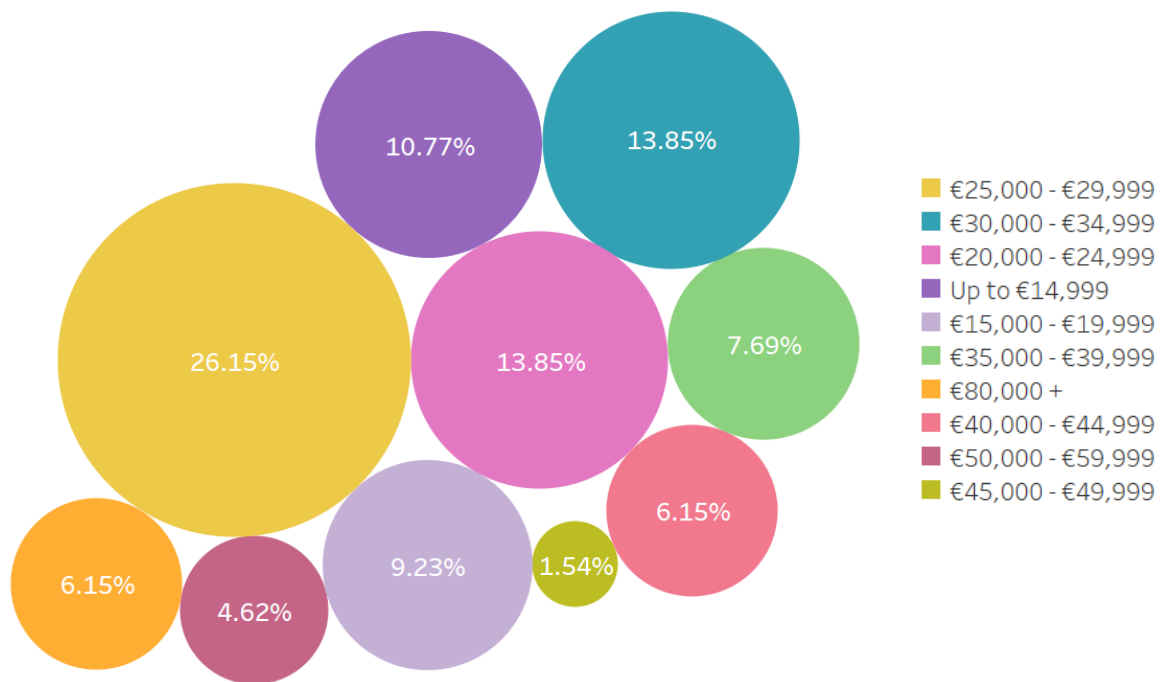
Amongst the responding Film + Media graduates in employment, 79% were working in Ireland, with 33% of postgraduates abroad compared to 13% of undergraduates.

Occupation



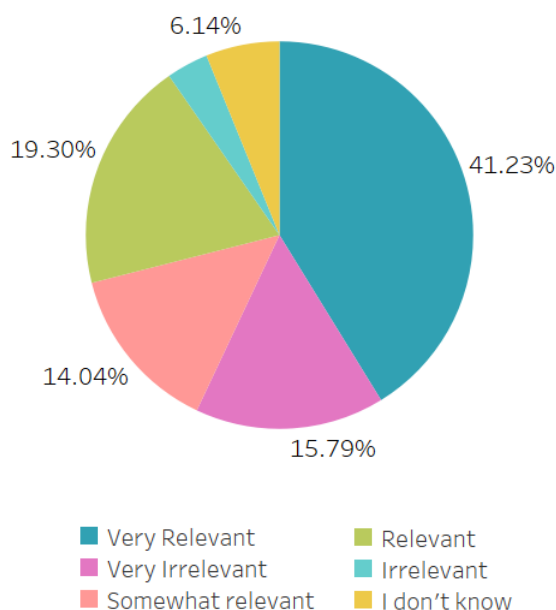
Overall, 66% of responding Film + Media graduates were in either professional occupations (28%) or associate professional and technical occupations (38%). There was less variation in occupation type for postgraduates, with most postgraduates (82%) falling into either of the two aforementioned categories (61%), or manager, director, and senior official roles (21%).

Salary Bands



As in 2020, the most common salary band for responding Film + Media graduates was €25,000—€29,999, with 26% of graduates falling into this salary band. Approximately 82% of graduates were earning under €40,000. The highest earning graduates in the department (6%) were earning €80,000 and above.

Relevance of Programme



When asked about the relevance of their recently obtained qualification for obtaining their current job, 75% of responding employed graduates said the qualification was either very relevant, relevant, or somewhat relevant.

UNEMPLOYMENT

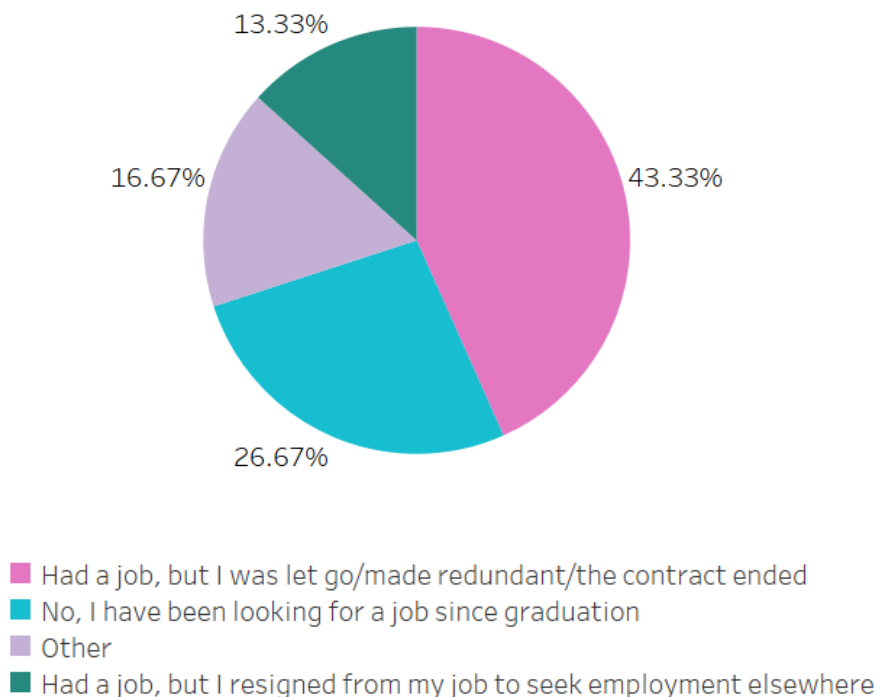
Unemployment Rate

19%

Department unemployment rate: 19%

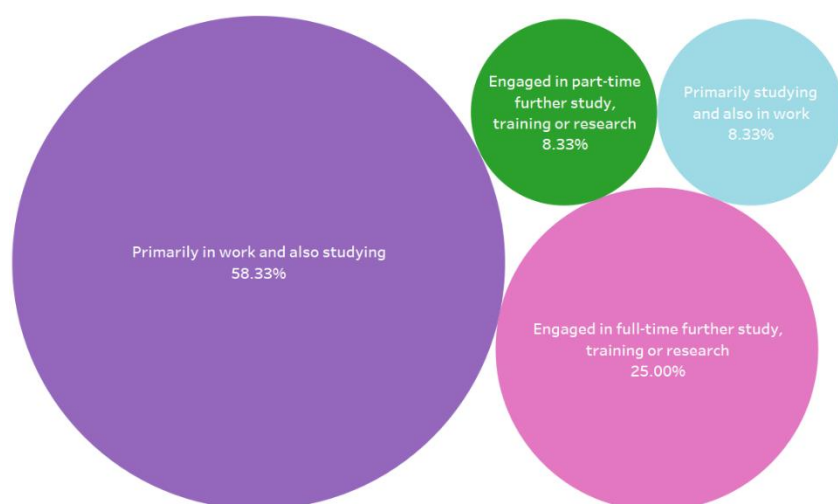
Nineteen percent of responding graduates from the Department of Film + Media were unemployed in March 2021, which was a decrease from the 21% reported in 2020.

Unemployment Situation



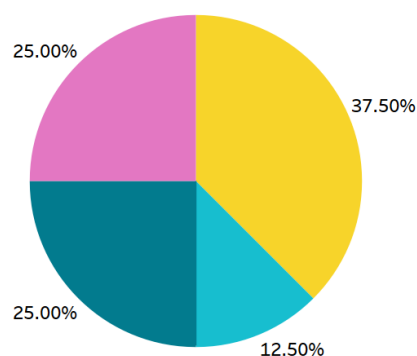
When unemployed graduates were asked if they had worked since graduation, 56% of respondents said they had worked but either resigned to seek employment elsewhere (13%) or been let go, made redundant, or their contract ended (43%). Roughly 27% of responding graduates had not worked and been looking for work since graduation.

FURTHER STUDY/TRAINING



The figure to the left provides a breakdown of the 7% of graduate respondents from the Department of Film + Media engaged in further study, training, or research six months after graduation. Almost 67% of studying graduates were both studying and working simultaneously.

Award Sought

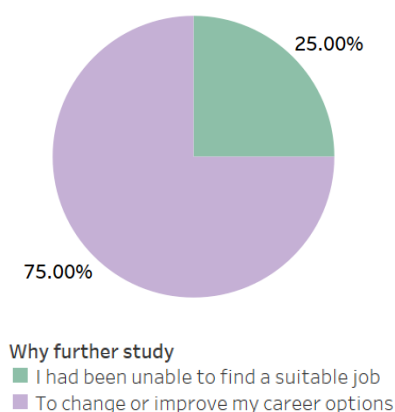


- Masters Research (Level 9)
- Masters Taught (Level 9)
- Postgraduate Certificate (Level 9)
- Undergraduate Honours Degree (Level 8)

The chart on the left illustrates the awards sought by responding Film + Media graduates engaged in further study. Half of graduates were pursuing a master's degree and the other half were pursuing either a postgraduate certificate or undergraduate honours degree.

Location of/Reasons for Further Study

Further Institution	Graduates
IADT	6
NCAD	1
GMIT	1
Total	8



48%

very likely
or likely

“How likely or unlikely is it that you would study the same course again?”

Within the Department of Film + Media, 48% of responding graduates said they would be either very likely (25%) or likely (23%) to study the same course again. Twenty-three percent would be either unlikely (13%) or very unlikely (10%) to study their course again, and 29% would be neither likely nor unlikely.

SUMMARY BY PROGRAMME

Bachelor of Arts (Hons) in Animation

- Programme response rate: 94%
- Programme employment rate (including those working full-time, part-time, and due to start employment in the next three months): 47%
- Programme unemployment rate: 47%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the Animation programme.

Organisation	Job Title	Website
Annea	Animator	https://annea.ai/
Jam Media	Visual Effects Artist	https://www.jammedia.com/
Lighthouse Studios	Junior Production Assistant (Animation)	https://lighthousestudios.ie/
Further Institution	Course Title	
IADT	Certificate in Production Management for Animation	

Bachelor of Arts (Hons) in Photography + Visual Media

- Programme response rate: 100%
- Programme employment rate (including those working full-time and part-time): 82%
- Programme unemployment rate: 18%

The table below lists a selection of employers provided by graduate respondents from the Photography + Visual Media programme.

Organisation		Website
Ashford Studios	-	https://www.screenireland.ie/
Showinc UK	Freelance Photographer	http://showincuk.com/

Bachelor of Arts (Hons) in Film + Television Production

- Programme response rate: 97%
- Programme employment rate (including those working full-time, part-time, and working and studying simultaneously): 75%
- Programme unemployment rate: 22%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the Film + Television Production programme.

Organisation	Job Title	Website
Virgin Media	Freelance Editor	https://www.virginmedia.ie/
The Coop	Assistant Editor	https://www.thecoop.ie/
The Reelists	Junior Producer/Video Editor	https://thereelists.com/
& Maps & Plans	Trainee Assistant Director	https://www.andmapsandplans.com/
Gracepark Productions	Director Film Makers	https://graceparkproductions.com/
Red Dog Productions	Autocue Operator for TV/Live Events	http://www.rdp.ie/
RTE	Freelance Camera Operator	https://www.rte.ie/
Valhalla 3 DAC	Production Assistant	-
YMCA	Freelance Film Maker	https://www.ymca.ie/
Further Institution	Course Title	
NCAD	MA in Interaction Design	

Bachelor of Arts (Hons) in Creative Music Production

- Programme response rate: 62%
- Programme employment rate (including those working full-time, part-time, and working and studying simultaneously): 85%
- Programme unemployment rate: 0%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the Creative Music Production programme.

Organisation	Job Title	Website
Kalide Systems	Freelance Software Engineer	https://www.kalidemusic.com/
Oso Audio	Audio Engineer	https://osoaudio.com/
The Loft	Sound Engineer	https://www.telusinternational.com/
Further Institution	Course Title	
GMIT	BA in Software Development	
IADT	Certificate in Fundamentals of User Experience Design	

Master of Arts in Screenwriting for Film + Television

- Programme response rate: 75%
- Programme employment rate (including those working full-time and part-time): 78%
- Programme unemployment rate: 11%

The table below lists a selection of employers provided by graduate respondents from the Screenwriting for Film + Television master's programme.

Organisation		Website
Abbey Theatre	Assistant Director	https://www.abbeytheatre.ie/
The Actors Workshop Dublin	Freelance Teacher/Actor	http://www.theactorsworkshopdublin.com/
West End House School of Arts	Head Drama Tutor	https://westendhouse.ie/

Master of Arts in Broadcast Production

- Programme response rate: 95%
- Programme employment rate (including those working full-time and part-time): 89%
- Programme unemployment rate: 6%

The table below lists a selection of employers provided by graduate respondents from the Broadcast Production master's programme.

Organisation	Job Title	Website
Virgin Media	Freelance Studio Coordinator/Studio Assistant/Digital Graduate	https://www.virginmedia.ie/
BBC	Production Trainee	https://www.bbc.com/
Arthur Duffys Centra	Audio Visual Technician	-
IMG Studios	Production Assistant	https://www.img-studios.com/
KLYT	Assistant Operations Manager	https://www.klyt.fm/
Meta	Production Assistant	https://www.metacareers.com/
Multiple	Freelance Producer	-
Ocean Healthcare	Assistant Camera Operator	https://www.oceanhealthcare.ie/
Oliver Wyman	Producer	https://www.oliverwyman.com/
Television Mobiles	Graphics/Multi-Skilled Operator	https://tvm.ie/
Yap Ireland	Communications & Marketing Officer	https://yapireland.ie/

Master of Arts in Cinematography

- Programme response rate: 57%
- Programme employment rate (including those working full-time, part-time, and working and studying simultaneously): 69%
- Programme unemployment rate: 15%

The table below lists a selection of employers provided by graduate respondents from the Cinematography master's programme.

Organisation	Job Title	Website
Ballyfermot College of Further Education	Rental Manager	https://www.bcfe.ie/
TLÜ	-	https://www.tlu.ee/en
Valhalla Productions	Video Assistant Trainee	-

Master of Arts in 3D Animation

- Programme response rate: 89%
- Programme employment rate (i.e., those working full-time): 88%
- Programme unemployment rate: 0%

The table below lists a selection of employers provided by graduate respondents from the 3D Animation master's programme.

Organisation	Job Title	Website
Island of Misfits	Composing Artist	https://www.iom-media.com/
Illumination Mac Guff	-	https://www.illuminationmacguff.com/
Monsters Aliens Robots Zombies	Filmmaker/Animation Director/Lead Animator/Designer	https://monstersaliensrobotzombies.com/
Sheridan College	Educator	https://www.sheridancollege.ca/
Screen Industries Research & Training Centre	Virtual Production Lead/Mocap Specialist	https://www.sirtcentre.com/

Department of Technology + Psychology

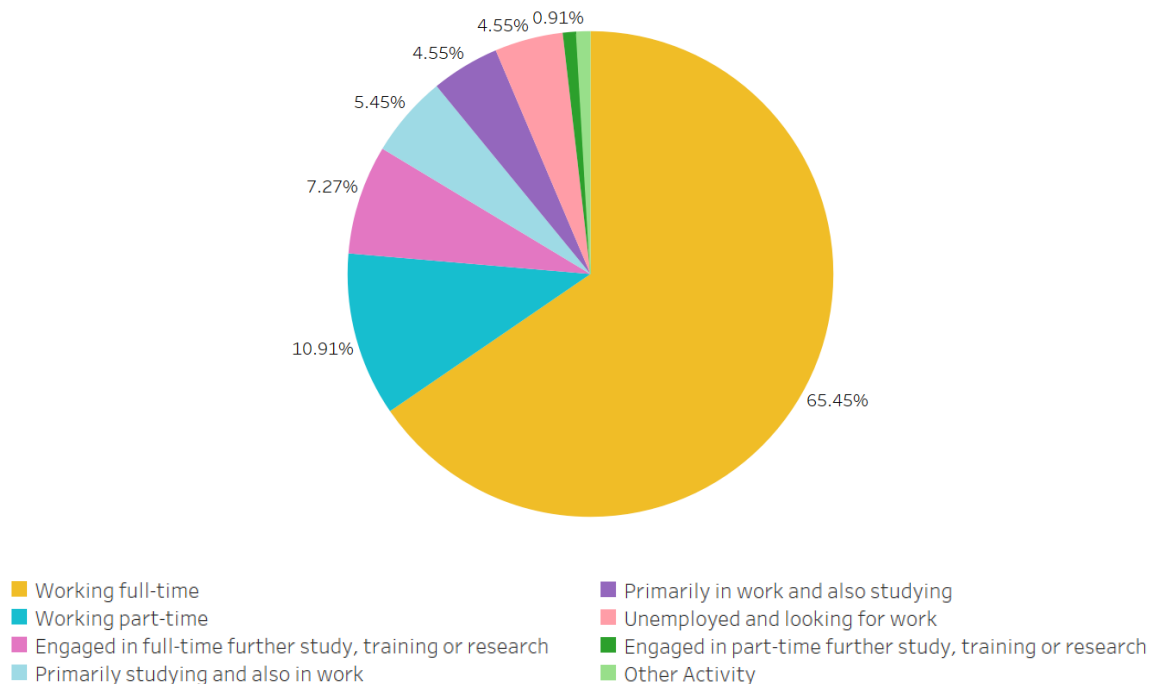
Response Rate

87%

Department response rate: 87%

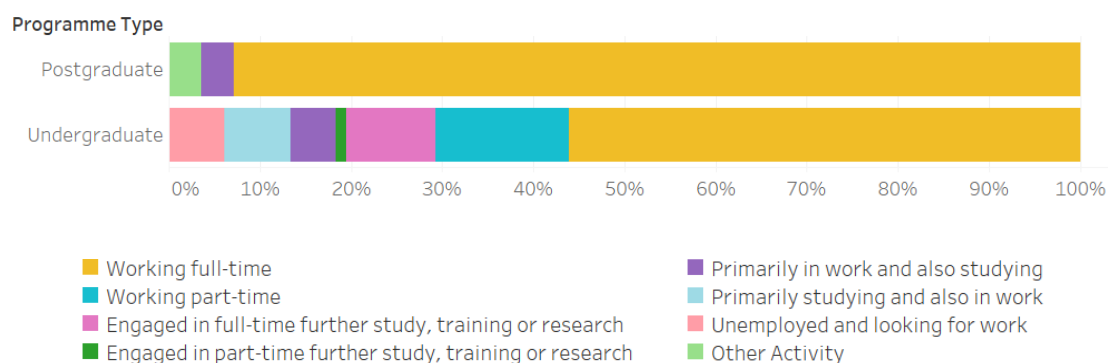
110 of the 126 contacted graduates from the Department of Technology + Psychology took part in the 2021 survey. Approximately 75% of the department's respondents were undergraduates and 25% were postgraduates.

Economic Status



Of the 110 responding graduates from the Department of Technology + Psychology, 86% were employed in some capacity in March 2021. Seventy-six percent of graduates were in either full-time or part-time employment alone, while 10% were working and studying simultaneously. Approximately 18% of graduate respondents

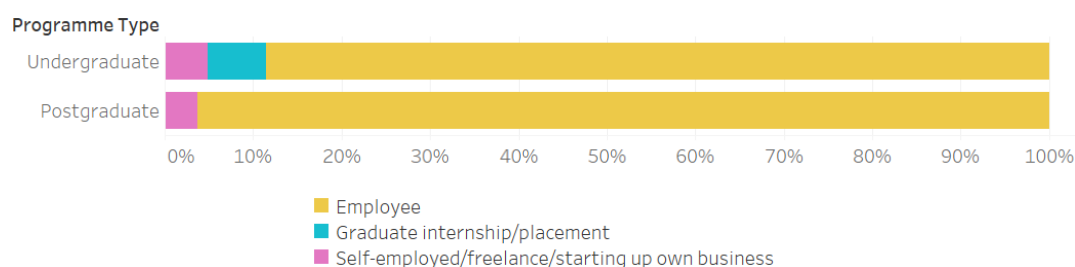
were engaged in further study, training, or research, with 8% of graduates engaged solely in this activity, either full-time or part-time. Less than 5% of graduates were unemployed six months after graduation, and only 1% were engaged in another activity.



Six months after graduation, no responding postgraduates were unemployed compared to 6% of undergraduates. A higher percentage of postgraduates were in full-time work (93%) compared to undergraduates (56%). Undergraduates had more variation in economic status compared to postgraduates (including part-time work, full-time further study, training, or research, and primary study accompanied by work).

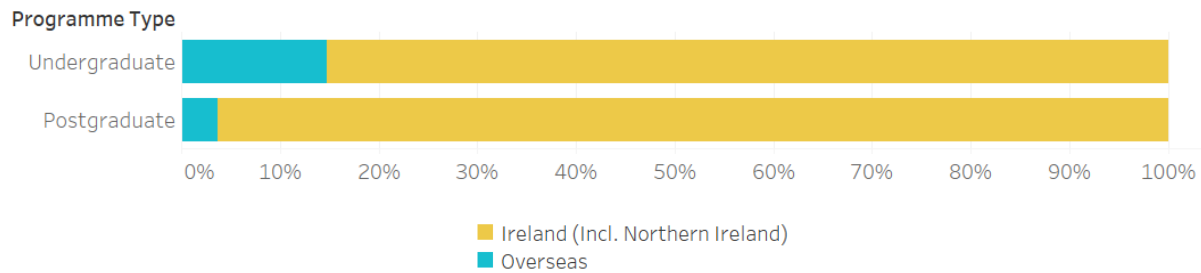
EMPLOYMENT

Employment Type



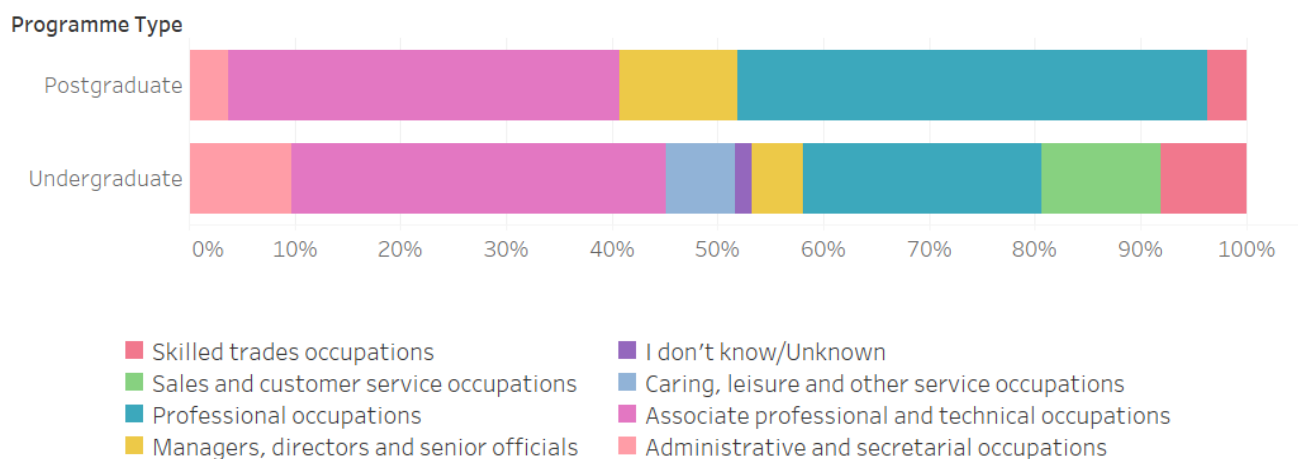
Six months after graduation, 91% of responding graduates were employees (96% of postgraduates, 89% of undergraduates). No postgraduates were on a graduate internship or placement, compared to 7% of undergraduates.

Employment Location



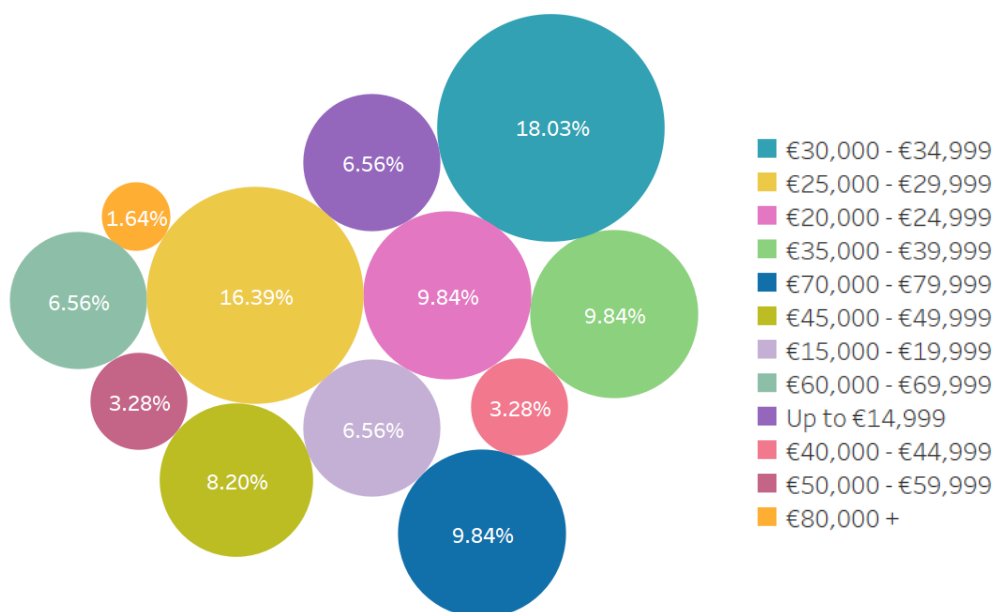
Roughly 89% of responding Technology + Psychology graduates in employment were working in Ireland (85% of undergraduates, 96% of postgraduates).

Occupation



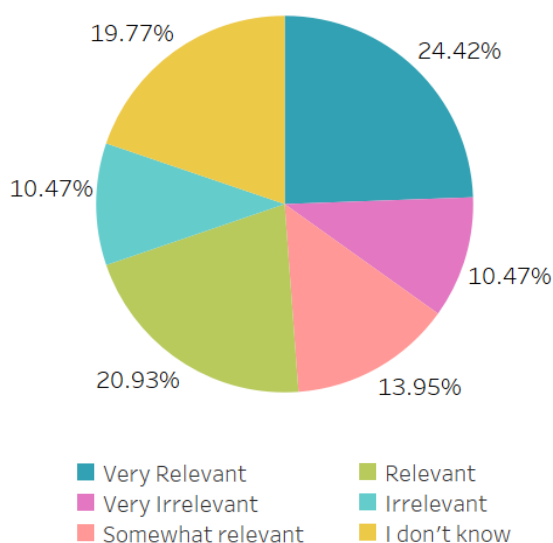
Overall, 73% of responding Technology + Psychology graduates were in either professional occupations (29%), associate professional and technical occupations (36%), or administrative and secretarial occupations (8%). A higher percentage of postgraduates (11%) were in manager, director, or senior official roles compared to undergraduates (5%). Conversely, no postgraduates were in sales and customer service occupations or caring, leisure, and other service occupations, compared to 18% of undergraduates.

Salary Bands



The salary bands for responding Technology + Psychology graduates varied greatly, as illustrated in the bubble chart above. Over half of respondents (54%) were earning between €20,000—€39,999. The most common salary band was €30,000—€34,999, with 18% of graduates earning within this salary band. Approximately 18% of graduates were earning above €60,000 per year, and the highest earners in the department (less than 2%) were earning €80,000 and above.

Relevance of Programme



When asked about the relevance of their recently obtained qualification for obtaining their current job, 59% of employed graduate respondents said the qualification was either very relevant, relevant, or somewhat relevant.

UNEMPLOYMENT

Unemployment Rate

5%

Department unemployment rate: 5%

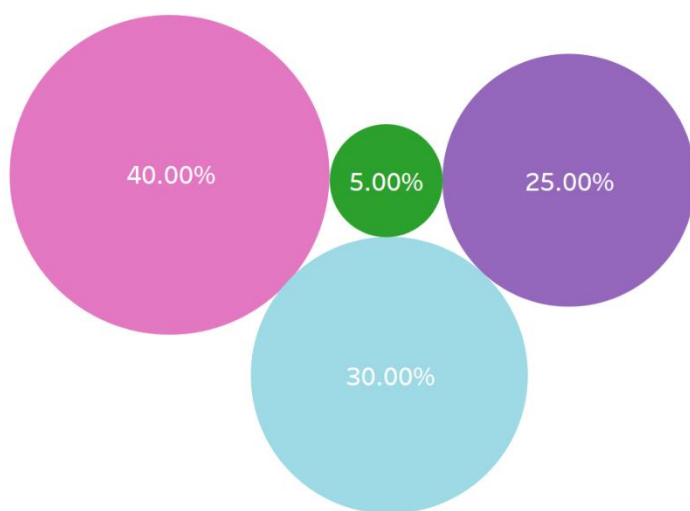
Just under five percent of responding graduates from the Department of Technology + Psychology were unemployed in March 2021.

Unemployment Situation



When unemployed graduates were asked if they had worked since graduation, 60% had worked but either resigned to seek employment elsewhere (20%) or been let go, made redundant, or their contract ended (40%). Twenty percent of responding graduates had not worked and been looking for work since graduation.

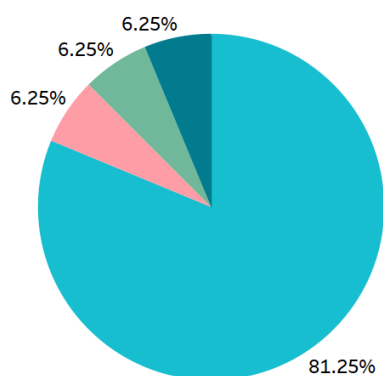
FURTHER STUDY/TRAINING



- Engaged in part-time further study, training or research
- Primarily in work and also studying
- Primarily studying and also in work
- Engaged in full-time further study, training or research

The bubble chart to the left provides a breakdown of the 18% of graduate respondents from the Department of Technology + Psychology engaged in further study, training, or research six months after graduation. Over half (55%) of studying graduates were both studying and working simultaneously. More graduates were solely studying full-time (40%) than part-time (5%).

Award Sought

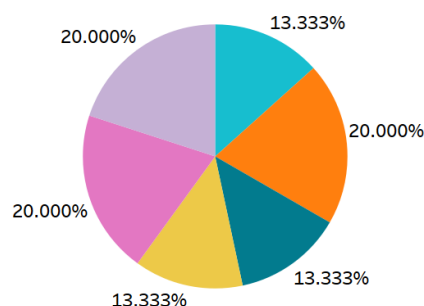


- Masters Taught (Level 9)
- Certificate
- Higher Diploma (Level 8)
- Postgraduate Certificate (Level 9)

The chart on the left illustrates the awards sought by responding Technology + Psychology graduates engaged in further study. Just over 81% of graduates were pursuing a master's degree.

Location of/Reasons for Further Study

Further Institution	Graduates
IADT	2
UCD	4
DCU	2
Queen's University Belfast	2
Maastricht University, Netherlands	2
Post College	1
Vrije Universiteit, Netherlands	1
King's College London, UK	1
Birmingham City University, UK	1
Total	16



Why further study

- To develop a broader or more specialist range of skills or knowledge
- I don't know
- Because I was interested in the content of the course
- Because I had enjoyed my first course and wanted to continue studying
- Because it is a requirement for finding and progressing in future employment
- To change or improve my career options

59%

very likely
or likely

“How likely or unlikely is it that you would study the same course again?”

Within the Department of Technology + Psychology, 59% of responding graduates said they would be either very likely (31%) or likely (28%) to study the same course again. Eleven percent would be either unlikely (4%) or very unlikely (7%) to study their course again, and 30% would be neither likely nor unlikely.

SUMMARY BY PROGRAMME

Bachelor of Science (Hons) in Applied Psychology

- Programme response rate: 89%
- Programme employment rate (including those working full-time, part-time, and working and studying simultaneously): 81%
- Programme unemployment rate: 4%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the Applied Psychology programme.

Employer	Job Title	Website
Accenture	Digital Rights Operations Agent	https://www.accenture.com/
IADT	Research Assistant	https://iadt.ie/
ABA Preschool Academy	ABA Tutor	http://abapreschoolacademy.ie/
Grenke	HR Apprentice	https://www.grenke.ie/
Harvey Norman	Online Operation	https://www.harveynorman.ie/
International School Delft	Student Support	https://internationalschooldelft.com/
Invesco	-	https://www.invesco.ie/
Jonix Educational Services	ABA Tutor	https://www.jonix.ie/
Latana Brand Tracking	Junior Researcher	https://latana.com/

St. John of God's Community Services	Instructor/Social Care Worker	https://sjogcommunityservices.ie/
Supercharge	Product Strategist	https://supercharge.io/
The White Company	Senior Sales Assistant	https://www.thewhitecompany.com/
Further Institution	Course Title	
DCU	MSc in Psychology and Wellbeing	
IADT	Certificate in Design and Thinking	
Maastricht University, Netherlands	MA in Developmental Psychology/MSc in Health & Social Psychology	
Queen's University Belfast	MSc in Clinical Health Psychology/MSc in Applied Developmental Psychology	
UCD	MA in Digital Marketing/MSc in Human Resource Management/MSc in Psychological Science	
Birmingham City University, UK	MA in Forensic Psychology	
King's College London, UK	MSc in Mental Health Studies	

Bachelor of Science (Hons) in Creative Media Technology

- Programme response rate: 79%
- Programme employment rate (including those working full-time, part-time, and working and studying simultaneously): 91%
- Programme unemployment rate: 0%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the Creative Media Technology programme.

Organisation	Job Title	Website
Intel	Field Service Engineer	https://www.intel.ie/
Purple Ocean Production	-	-
Further Institution	Course Name	
UCD	MSc in Computer Science	

- Programme response rate: 92%
- Programme employment rate (including those working full-time, part-time, and working and studying simultaneously): 83%
- Programme unemployment rate: 13%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the Creative Computing programme.

Organisation	Job Title	Website
Accenture	Software Engineering Analyst	https://www.accenture.com/ie-en
IADT	Research Assistant	https://iadt.ie/
Aer Lingus	Software engineer	https://www.aerlingus.com/
ALGORITHM	Creative Software Developer	https://www.algorithm.ie/
Permanent TSB	Quality Assurance	https://www.permanenttsb.ie/
8 West Consulting	Graduate Software Developer	https://www.8west.ie/
Irish Rail	-	https://www.irishrail.ie/
LOOP	Digital Project Manager	-
MasterCard	Junior Backend Software Engineer	https://www.mastercard.ie/
NEP Ireland	Web Developer	https://www.nepireland.com/
Tuner Fish Lug Lock	Graphic Design intern	https://tunerfishluglocks.com/
Verve The Live Agency	Brand Representative	https://verve.ie/
Vodafone	Senior Agent Advisor	https://n.vodafone.ie/
Further Institution	Course Name	
Vrije University, Netherlands	MA in Software Engineering & Green IT	
Post College	Diploma in Game Development	

Master of Science in Cyberpsychology

- Programme response rate: 100%
- Programme employment rate (i.e., working full-time): 90%
- Programme unemployment rate: 0%

The table below lists a selection of employers provided by graduate respondents from the Cyberpsychology master's programme.

Organisation	Job Title	Website
Jigsaw	Digital Program Manager	https://jigsaw.ie/
Meath Partnership	Wellness Hub Support Worker	https://meathpartnership.ie/
Science Gallery International	-	https://sciencegallery.org/
Ireland East Hospital Group	Communications	https://www.iehg.ie/
Square	Digital Engagement Specialist	https://squareup.com/ie/en
Wix	-	https://www.wix.com/

Master of Science in User Experience Design

- Programme response rate: 82%
- Programme employment rate (i.e., working full-time): 100%
- Programme unemployment rate: 0%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the User Experience Design master's programme.

Organisation	Job Title	Website
IADT	Lecturer	https://iadt.ie/
Aer Lingus	UX Designer	https://www.aerlingus.com/
All Human	Senior UI Designer	https://allhuman.com/
Workday	Product Designer/UX Designer	https://www.workday.com/
Hertz	Fullsec UX Designer	https://www.hertz.ie/
Kitman Labs	Senior Product Designer	https://www.kitmanlabs.com/

LetsGetChecked	Product Designer	https://www.letsgetchecked.ie/
Liberty IT	Product Design Lead	https://www.liberty-it.co.uk/
Neurmod Devices	Product Designer	https://www.neuromoddevices.com/
Poly	UX Designer	https://www.poly.com/us/en
Resmed	Product Manager	https://www.resmed.com/en-us/
RMPR Agency	-	https://www.rmpr.se/about
Further Institution	Course Title	
IADT	Certificate in Cyberpsychology	

Postgraduate Diploma in User Experience Design

- Programme response rate: 80%
- Programme employment rate (including those working full-time and working and studying simultaneously): 100%
- Programme unemployment rate: 0%

The table below lists a selection of employers provided by graduate respondents from the User Experience Design postgraduate diploma.

Organisation	Job Title	Website
Salesforce	-	https://www.salesforce.com/
Advarra	Head of Design	https://www.advarra.com/
NDLS	Creative Designer	https://www.ndls.ie/
Rakuten Kobo	UI Developer	https://www.kobo.com/

Department of Entrepreneurship

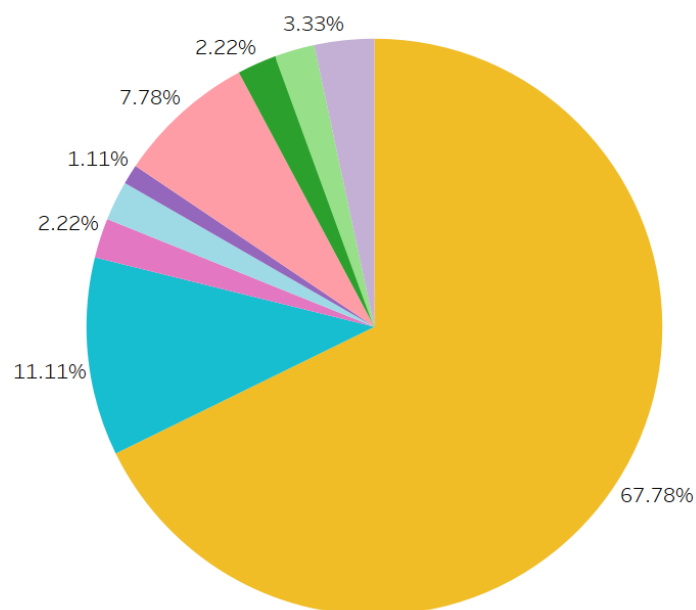
Response Rate

76%

Department response rate: 76%

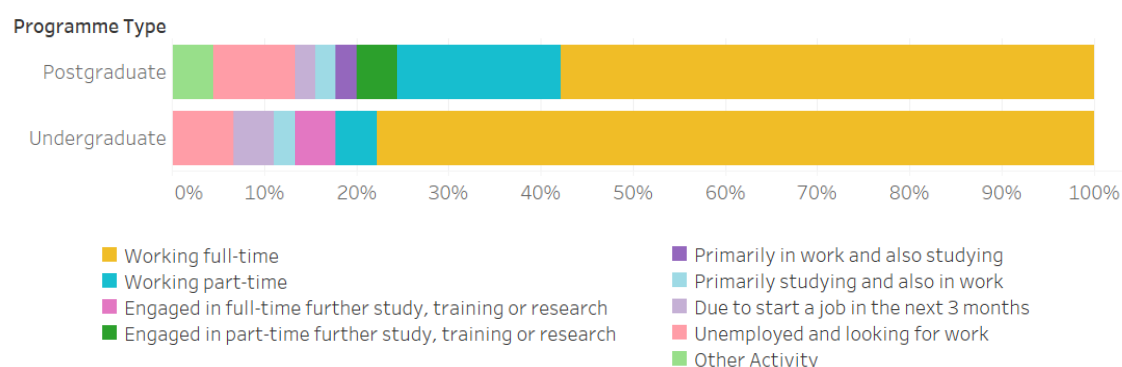
Ninety of the 119 contacted graduates from the Department of Entrepreneurship took part in the 2021 survey. Half of the department's respondents were undergraduates and half were postgraduates.

Economic Status



- Working full-time
- Working part-time
- Engaged in full-time further study, training or research
- Primarily studying and also in work
- Primarily in work and also studying
- Unemployed and looking for work
- Engaged in part-time further study, training or research
- Other Activity
- Due to start a job in the next 3 months

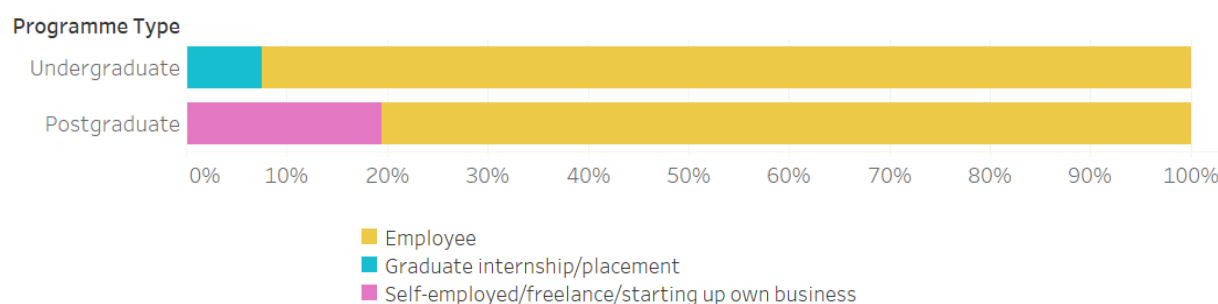
Of the responding graduates from the Department of Entrepreneurship surveyed in March 2021, almost 86% of graduates were employed in some capacity (including those due to start work in the next three months). Approximately 79% of graduates were solely in either full-time or part-time employment, while 3% were working and studying simultaneously. Almost 8% of graduates were engaged in further study, training, or research, with approximately 4% of graduates engaged solely in this activity, either full-time or part-time. Less than 8% of graduates were unemployed six months after graduation.



In March 2021, 9% of responding postgraduates were unemployed compared to 7% of undergraduates. A higher percentage of postgraduates were in part-time work (18%) compared to undergraduates (4%), and a high percentage of undergraduates (78%) were in full-time employment than postgraduates (57%).

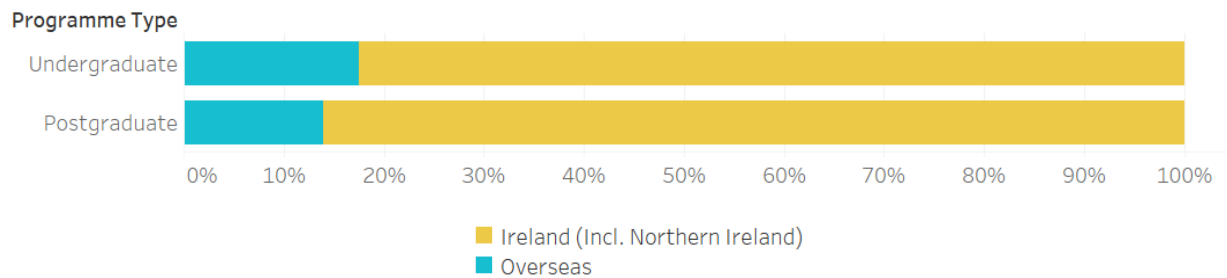
EMPLOYMENT

Employment Type



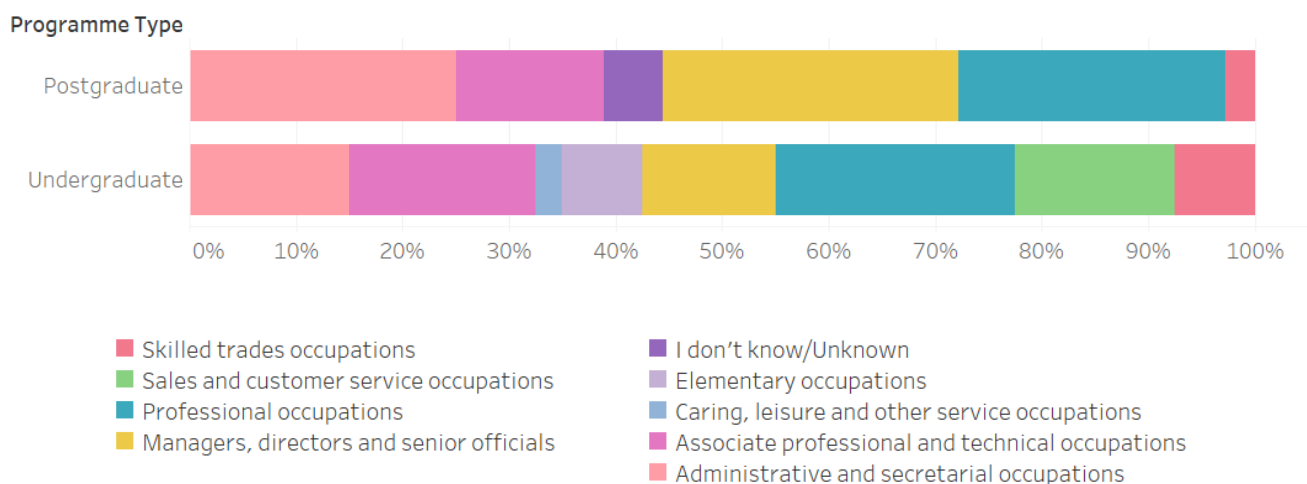
Almost 87% of responding graduates were employees. Just over 19% of postgraduates were self-employed, freelance, or starting up their own business.

Employment Location



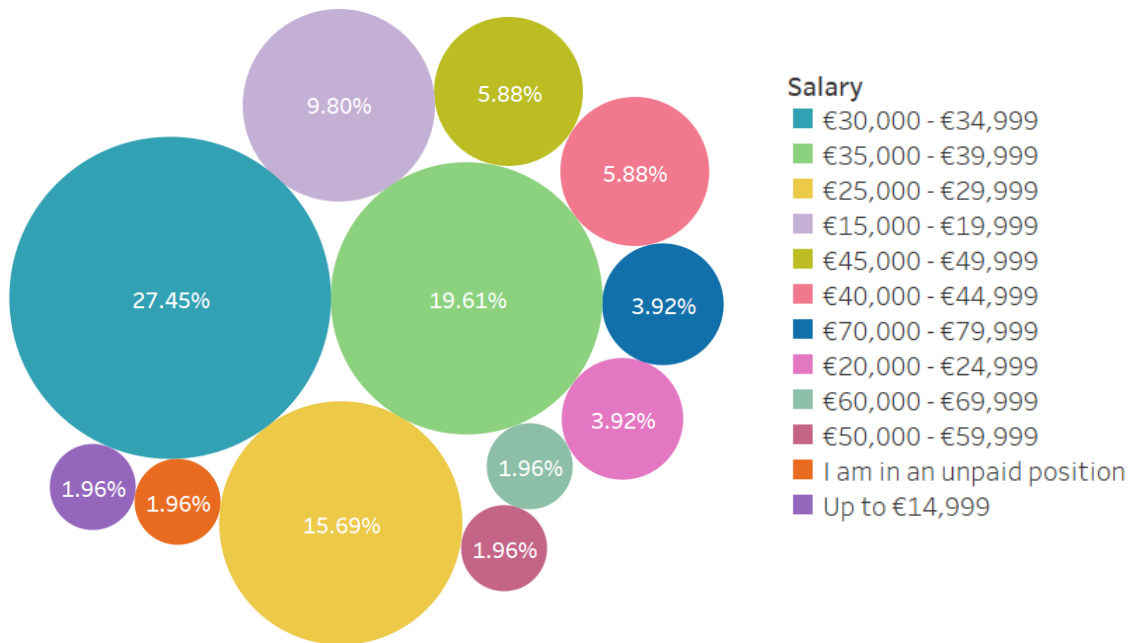
Eighty-four percent of responding Entrepreneurship graduates in employment were working in Ireland (83% of undergraduates, 86% of postgraduates).

Occupation



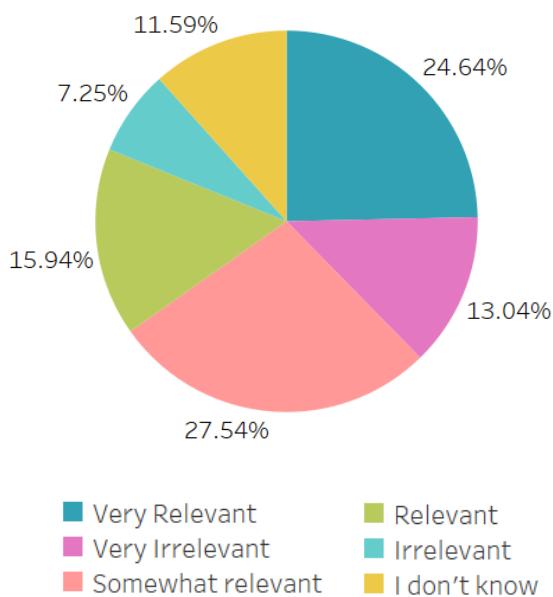
Overall, 43% of responding Entrepreneurship graduates were in either professional occupations (23%) or administrative and secretarial occupations (20%). Almost 20% of graduates were managers, directors, or senior officials, and 16% were in associate professional and technical occupations. A higher percentage of postgraduates (25%) were in administrative and secretarial occupations compared to undergraduates (15%), as was also the case for manager, director, or senior official roles (28% of postgraduates compared to 13% of undergraduates). Conversely, no postgraduates were in sales, customer service, caring, leisure or other service occupations, compared to 23% of undergraduates.

Salary Bands



The most common salary band for responding Entrepreneurship graduates was €30,000—€34,999, with 27% of graduates falling into this salary band. Just over 78% of graduates were earning under €39,999 per year, with 63% earning between €25,000—€39,999. The highest earners in the department (4%) were earning €70,000—€79,999.

Relevance of Programme



When asked about the relevance of their recently obtained qualification for obtaining their current job, 68% of employed graduate respondents said the qualification was either very relevant, relevant, or somewhat relevant.

UNEMPLOYMENT

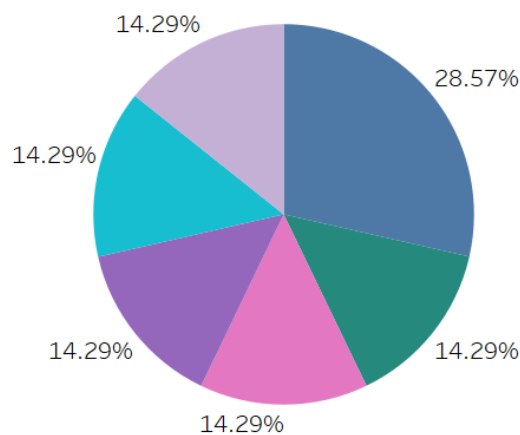
Unemployment Rate

8%

Department unemployment rate: 8%

Eight percent of responding graduates from the Department of Entrepreneurship were unemployed in March 2021.

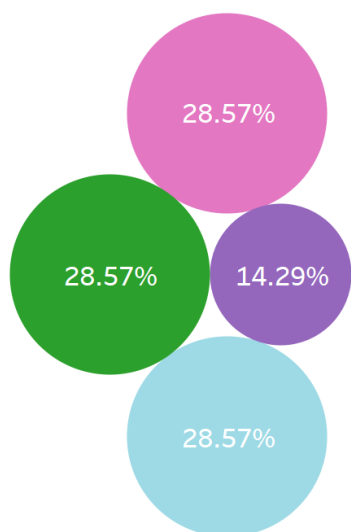
Unemployment Situation



- I was travelling but I'm now looking for a job
- Had a job, but I resigned from my job to seek employment elsewhere
- Had a job, but I was let go/made redundant/the contract ended
- No, I experienced temporary illness but I'm now looking for a job
- No, I have been looking for a job since graduation
- Other

When unemployed graduates were asked if they had worked since graduation, 29% of Entrepreneurship respondents had worked but either resigned, been let go, made redundant, or their contract ended. Almost 43% had not worked due to temporary illness or travel, and 14% had been looking for work since graduation.

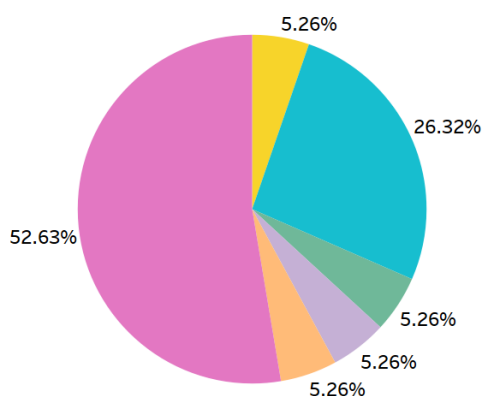
FURTHER STUDY/TRAINING



- Primarily in work and also studying
- Engaged in part-time further study, training or research
- Primarily studying and also in work
- Engaged in full-time further study, training or research

The bubble chart to the left provides a breakdown of the 8% of graduate respondents from the Department of Entrepreneurship engaged in further study, training, or research six months after graduation. Over half (57%) of studying graduates were both working and studying simultaneously, while 43% were solely studying either full-time (29%) or part-time (14%).

Award Sought

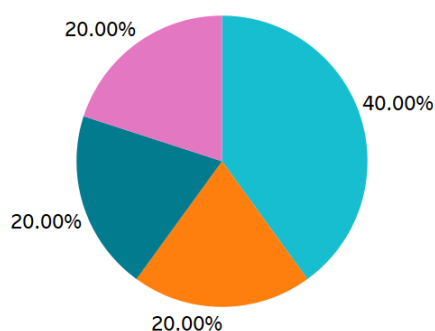


- Masters Research (Level 9)
- Masters Taught (Level 9)
- Higher Diploma (Level 8)
- Non-Third Level Professional Qualification
- Postgraduate Diploma (Level 9)
- Undergraduate Honours Degree (Level 8)

The chart on the left illustrates the awards sought by responding Entrepreneurship graduates engaged in further study. Eighty-four percent of graduates were pursuing either a master's degree (31%) or undergraduate honours degree (53%).

Location of/Reasons for Further Study

Further Institution	Graduates
IADT	16
UCD	1
DCU	1
Total	18



- Why further study
- To develop a broader or more specialist range of skills or knowledge
 - I don't know
 - Because I was interested in the content of the course
 - Because it is a requirement for finding and progressing in future employment

52%

very likely
or likely

“How likely or unlikely is it that you would study the same course again?”

Within the Department of Entrepreneurship, 52% of responding graduates said they would be either very likely (31%) or likely (21%) to study the same course again. Nineteen percent would be either unlikely (10%) or very unlikely (9%) to study their course again, and 29% would be neither likely nor unlikely.

SUMMARY BY PROGRAMME

*Only programmes with sufficient response numbers included

Bachelor of Business/Bachelor of Business (Hons) in Entrepreneurship

- Programme response rate: 81%
- Programme employment rate (including those working full-time, part-time, working and studying simultaneously, and due to start work in the next three months): 91%
- Programme unemployment rate: 5%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the Entrepreneurship programme.

Organisation	Job title	Website
Accenture	Junior PSD Analyst	https://www.accenture.com/
Oracle	Business Analyst; Business Development Consultant; Account Manager	https://www.oracle.com/
Tesco	Retail Manager	https://www.tesco.ie/
AIB	Database Administrator	https://aib.ie/
AbbVie	Sales and Marketing Co-Operative	https://www.abbvie.ie/
AlJomaih Automotive Company	Event Team Supervisor	https://en.aljomaihauto.com/

JSK Project Management Consultants	Assistant Project Manager	-
Kilkea Castle	Golf Operations Manager	https://www.kilkeacastle.ie/
Klang Games	People Operations Coordinator	https://www.klang-games.com/
The North Face	Store Manager	https://www.thenorthface.ie/
Workhub	Office Administrator	https://workhub.ie/
Further Institution	Course Name	
DCU	MA in Finance	
IADT	Bachelor of Business (Hons) in Business Management	
UCD	Diploma in Digital Marketing	

Bachelor of Business (Hons) in Business Management

- Programme response rate: 79%
- Programme employment rate (including those working full-time, part-time, and due to start work in the new three months): 87%
- Programme unemployment rate: 9%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the Business Management programme.

Organisation	Job title	Website
Tesco	Insurance Sales	https://www.tesco.ie/
Adobe	-	https://www.adobe.com/
Apple Store	Sales and Marketing Intern	https://www.apple.com/
Greenville Procurement Partners	Procurement Administrator	https://greenville.ie/
Irish School of Motor	Recruitment Consultant	https://www.ism.ie/
McGuirks Golf Shop	Sales Assistant	https://www.mcguirksgolf.com/

Outdoor Adventure Store	Digital Marketing Manager	https://outdooradventurestore.ie/
Paddy Power	Global Services Risk Assessor	https://www.paddypower.com/
Shopify	Support Advisor	https://www.shopify.com/
Sky	Sales Advisor	https://www.sky.com/
Talkdesk	Sales Development Representative	https://www.talkdesk.com/
Vision Consulting	Resolver	https://www.vision.com/
Wayflyer	E-Commerce Operations	https://www.wayflyer.com/
Further Institution	Course Title	
IADT	Master of Business in Digital Entrepreneurship	

Postgraduate Diploma in Digital Entrepreneurship

- Programme response rate: 74%
- Programme employment rate (including those working full-time, part-time, working and studying simultaneously, and due to start work in the next three months): 88%
- Programme unemployment rate: 12%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the Postgraduate Diploma in Digital Entrepreneurship.

Organisation	Job title	Website
Paddy Power Betfair	-	https://www.paddypower.com/bet
Allianz PLC	-	https://www.allianz.ie/
HubSpot	Account Executive	https://www.hubspot.com/
Johnson & Johnson	Senior Data Analyst/Product Owner	https://www.jnj.com/
Miami Ad School	Assistant in Policy & Growth	https://miamiadschool.ca/
Peak Connexion	Executive Project Manager	https://peakconnexion.ie/

Further Institution	Course Title
IADT	Master of Business in Digital Entrepreneurship

Postgraduate Diploma in Cultural Event Management

- Programme response rate: 73%
- Programme employment rate (including those working full-time, part-time, and working and studying simultaneously): 81%
- Programme unemployment rate: 0%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the Postgraduate Diploma in Cultural Event Management.

Organisation	Job title	Website
Kirkos	-	https://www.kirkosensemble.com/
Music Generation Waterford	Music Administrator	https://www.musicgeneration.ie/
Outlandish Theatre Platform	Theatre Director	https://www.outlandishtheatre.com/
Prosperity Recruitment	Digital Marketing Executive	https://www.prosperity.ie/
The Glasgow School of Art	Student Consultant	https://www.gsa.ac.uk/
Wicklow County Arts Office	Art Services Coordinator	https://www.wicklow.ie/Living/Services/Arts-Heritage-Archives/Arts/Arts-Office-Information
Further Institution	Course Title	
IADT	Master of Business in Cultural Event Management	

**No programme summary provided for the Master of Business in Digital Entrepreneurship.*

Department of Humanities + Arts Management

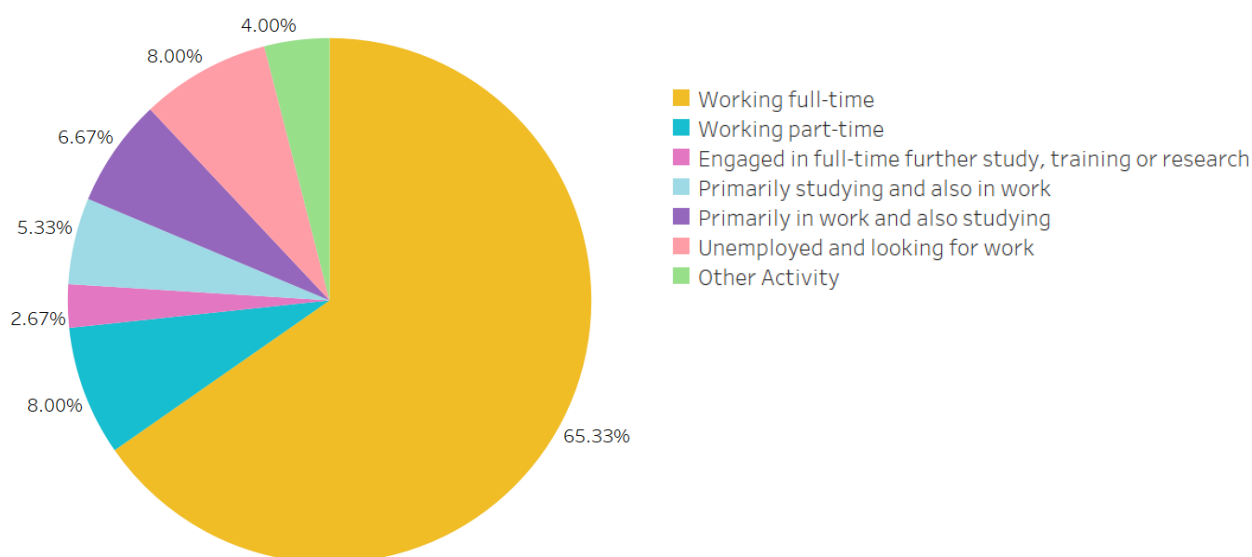
Response Rate

82%

Department response rate: 82%

Seventy-five of the 91 contacted graduates from the Department of Humanities + Arts Management took part in the 2021 survey.

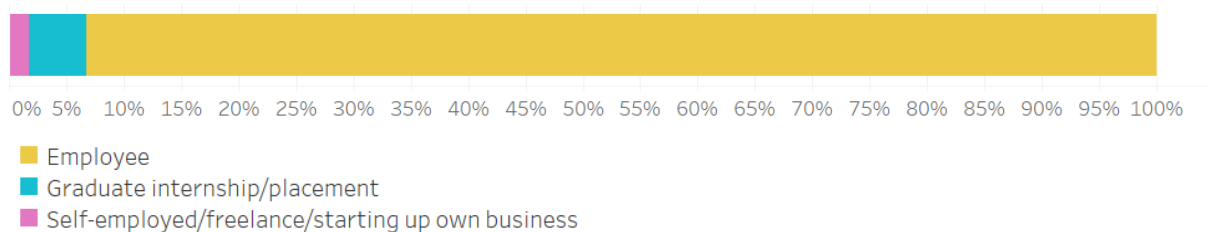
Economic Status



Amongst the responding graduates from the Department of Humanities + Arts Management, 85% of graduates were employed in some capacity in March 2021. Seventy-three percent of graduates were solely in either full-time or part-time employment, while 12% were working and studying simultaneously. Almost 15% of graduates were engaged in further study, training, or research, with approximately 3% of graduates engaged solely in this activity full-time. Eight percent of graduates were unemployed six months after graduation.

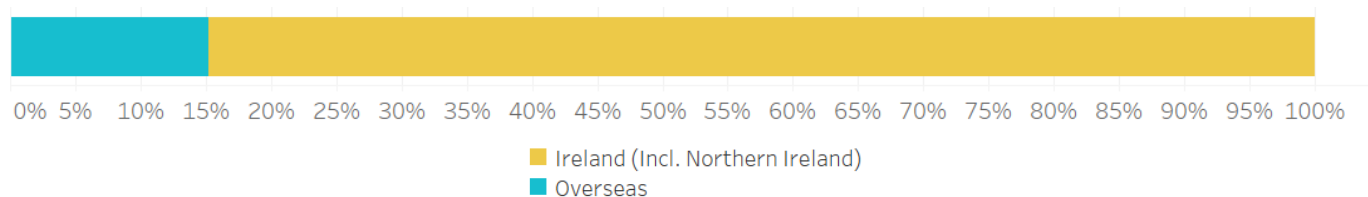
EMPLOYMENT

Employment Type



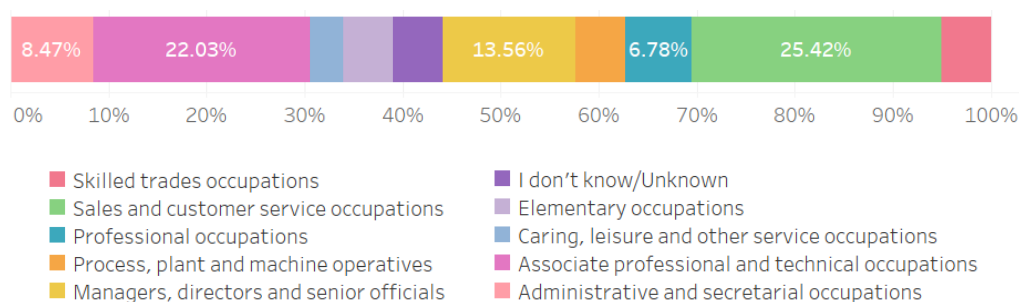
Six months after graduation, most responding postgraduates (93%) were working as an employee. Five percent were self-employed, freelance, or starting up their own business, and 2% were on a graduate internship or placement.

Employment Location



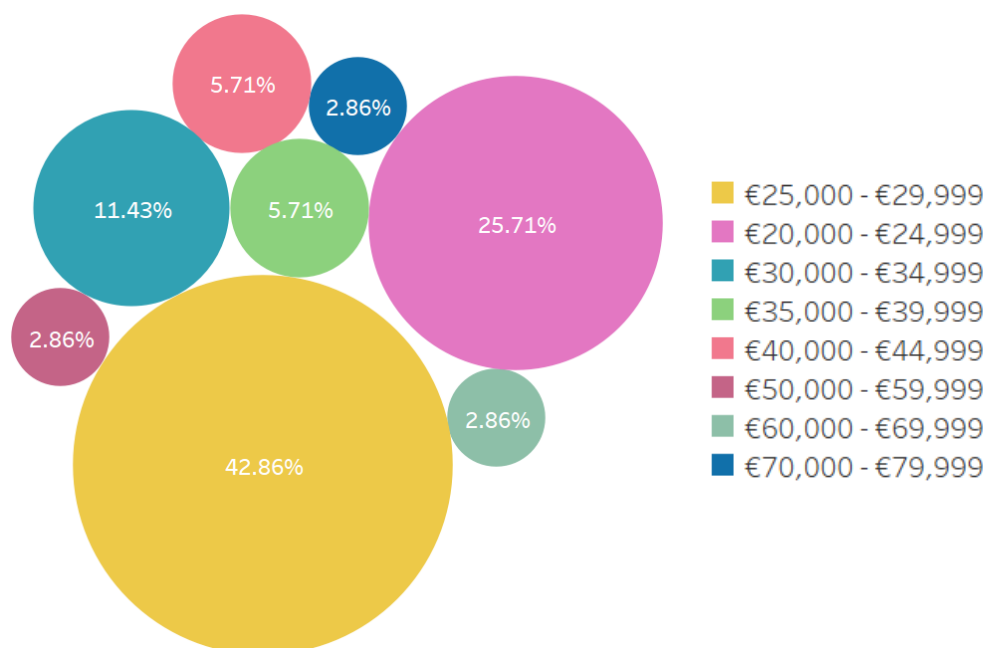
Eighty-five percent of responding Humanities + Arts Management graduates in employment were working in Ireland.

Occupation



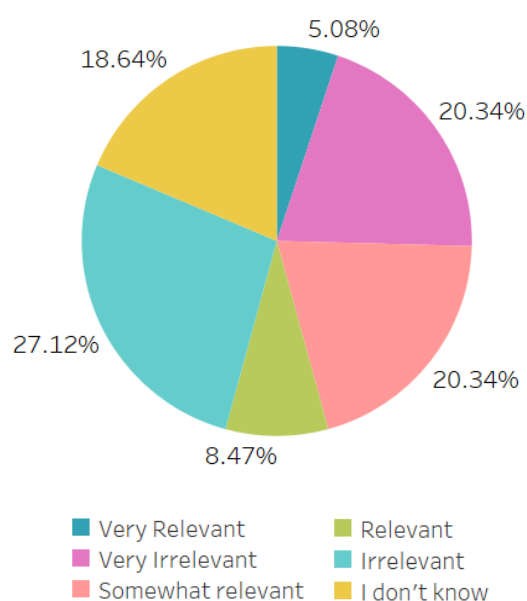
Almost half (47%) of graduate respondents were in associate professional and technical occupations (22%), or sales and customer service occupations (25%).

Salary Bands



The salary bands for responding Humanities + Arts Management graduates are illustrated in the distribution above. The most common salary band was €25,000—€29,999, with 43% of graduates falling into this category. Ninety-one percent of graduates were earning between €20,000 and €44,999 per year, and the highest earners in the department (3%) were earning €70,000—€79,999.

Relevance of Programme



When asked about the relevance of their recently obtained qualification for obtaining their current job, 34% of employed graduate respondents from the department said the qualification was either very relevant, relevant, or somewhat relevant.

UNEMPLOYMENT

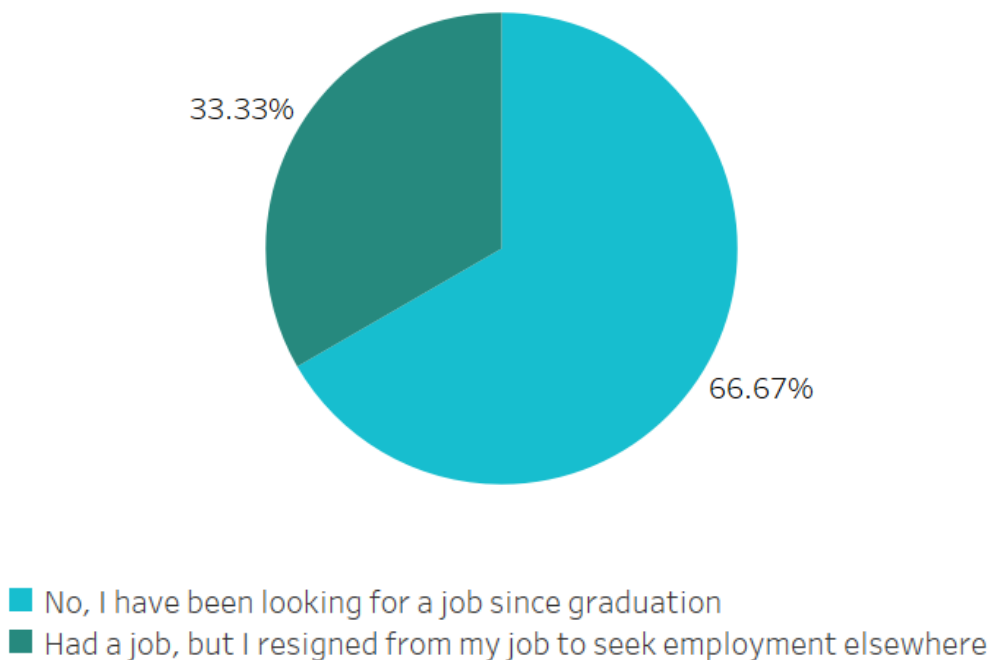
Unemployment Rate

8%

Department unemployment rate: 8%

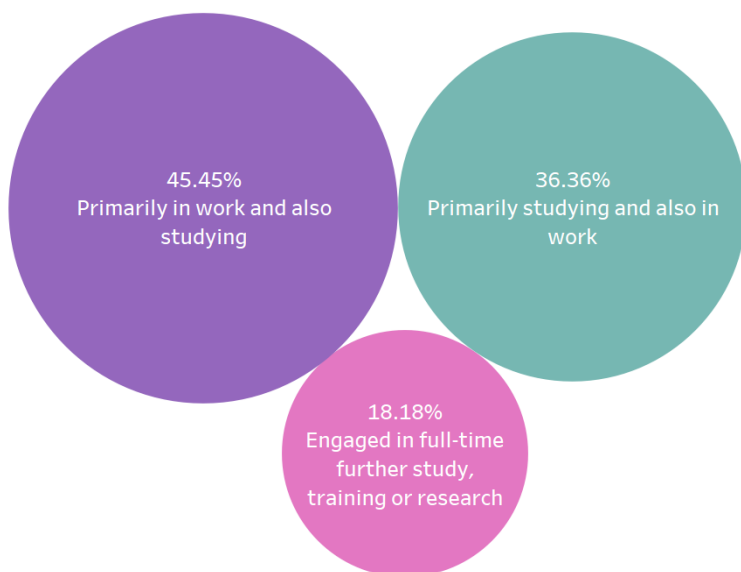
Eight percent of graduate respondents from the Department of Humanities + Arts Management were unemployed in March 2021.

Unemployment Situation



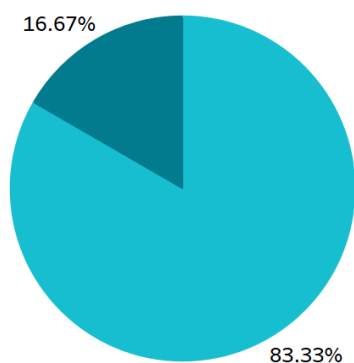
When unemployed graduates were asked if they had worked since graduation, 67% of respondents had been looking for work since graduation. One third of graduate respondents had worked but resigned to seek employment elsewhere.

FURTHER STUDY/TRAINING



The chart to the left provides a breakdown of the 15% of graduate respondents from the Department of Humanities + Arts Management engaged in further study, training, or research six months after graduation. Eighteen percent were solely studying full-time, while 82% were both studying and working simultaneously.

Award Sought

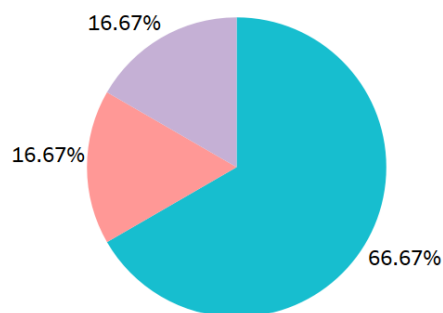


- Masters Taught (Level 9)
- Postgraduate Certificate (Level 9)

The chart on the left illustrates the awards sought by responding Humanities + Arts Management graduates engaged in further study. Most respondents (83%) were pursuing a master's degree.

Location of/Reasons for Further Study

Further Institution	Graduates
UCD	2
DCU	2
NCAD	1
Maastricht University, Netherlands	1
Total	6



- Why further study
- To develop a broader or more specialist range of skills or knowledge
 - Other reason
 - To change or improve my career options

40%

very likely
or likely

“How likely or unlikely is it that you would study the same course again?”

Within the Department of Humanities + Arts Management, 40% of responding graduates said they would be either very likely (21%) or likely (19%) to study the same course again. Twenty-two percent of respondents would be either unlikely (11%) or very unlikely (11%), and 38% would be neither likely nor unlikely.

SUMMARY BY PROGRAMME

Bachelor of Arts (Hons) in Arts Management

- Programme response rate: 82%
- Programme employment rate (including those working full-time, part-time, and working and studying simultaneously): 94%
- Programme unemployment rate: 0%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the Arts Management programme.

Organisation	Job Title	Website
Accenture	Platform Experience Associate	https://www.accenture.com/
AIB	Bank Official	https://aib.ie/
Salesforce	Business Development Associate	https://www.salesforce.com/
Agenda Communications	Delegate Services Coordinator	https://www.agenda-comm.ie/
Bank Of Ireland	Cashier and Welcome Advisor	https://www.bankofireland.com/
Huma Qazi Limited	Digital Presence Service Provider	https://humagazi.com/

Irish Red Cross	Donor Care Coordinator	https://www.redcross.ie/
Paragon Records	Developer	https://www.paragonmusicgroup.com/
Wayflyer	Business Development Representative	https://www.wayflyer.com/
Further Institution	Course Title	
NCAD	MA in Art in the Contemporary World	

Bachelor of Arts (Hons) in English, Media + Cultural Studies

- Programme response rate: 74%
- Programme employment rate (including those working full-time, part-time, working and studying simultaneously, and due to start employment in the next three months): 80%
- Programme unemployment rate: 8%

The table below lists a selection of employers/further study destinations provided by graduate respondents from the English, Media + Cultural Studies programme.

Organisation	Job Title	Website
Accenture	Social Media Community Coordinator	https://www.accenture.com/
Permanent TSB	Customer Service Agent	https://www.permanenttsb.ie/
Allied Retail Innovations & Solutions	Insurance Sales and Services Advisor	-
Archetype	-	https://www.archetype.ie/
Boots	Pharmacy Healthcare Advisor	https://www.boots.ie/
Irish Stammering Association	Administrative Assistant	https://www.stammeringireland.ie/
Kevin Tunney & Co. Solicitors	Apprentice Solicitor	https://www.kevintunney.ie/
The Institute of Education	Office Administrator	https://instituteofeducation.ie/

Further Institution	Course Title
DCU	MA in International Security and Conflict Studies/Professional Master of Education in Post Primary Education
Maastricht University, Netherlands	MA in Media Studies: Digital Cultures
UCD	MA in Gender Politics and International Relations/MA in Gender Studies

Bachelor of Arts (Hons) in New Media Studies

- Programme response rate: 91%
- Programme employment rate (including those working full-time, part-time, and working and studying simultaneously): 84%
- Programme unemployment rate: 13%

The table below lists a selection of employers provided by graduate respondents from the New Media Studies programme.

Organisation	Job Title	Website
Accenture	Platform Experience New Associate	https://www.accenture.com/
10 Central Group	Intern	-
Hills of Kerrisdale	Social Media Manager	https://www.hillsofkerrisdale.com/
ISS Facility Services Ireland	Accounts Payable Administrator	https://www.ie.issworld.com/
Kielle	Assistant Photographer	https://www.kielleofficial.com/
Media Com	Media Executive	https://www.mediacom.com/
Mindshare	Account Executive	https://www.mindshareworld.com/
Rota	Sales Development Representative	https://www.rota.com/
The Westside Schools	Social Media Manager	https://www.thewestsideschools.ca/
TikTok	Model Optimization Specialist	https://www.tiktok.com/