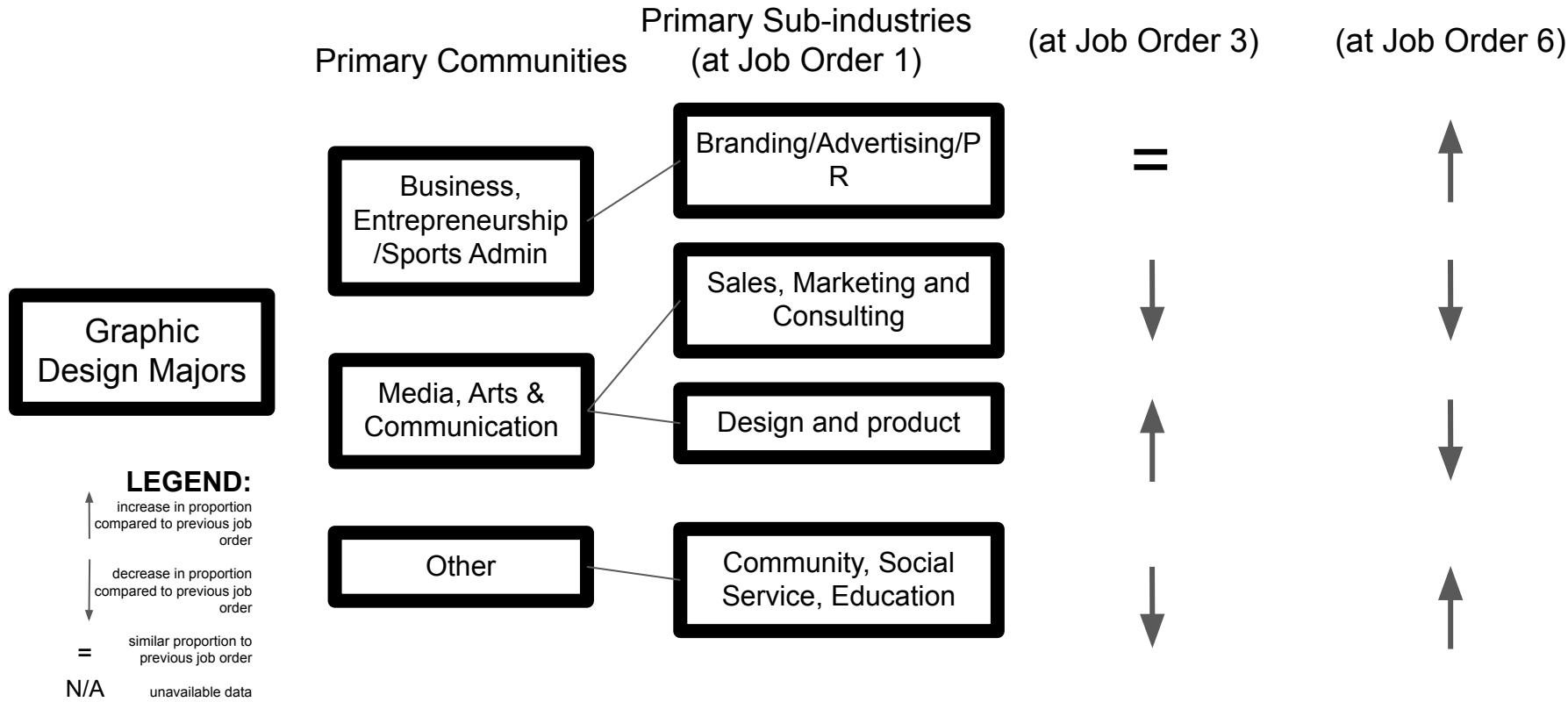
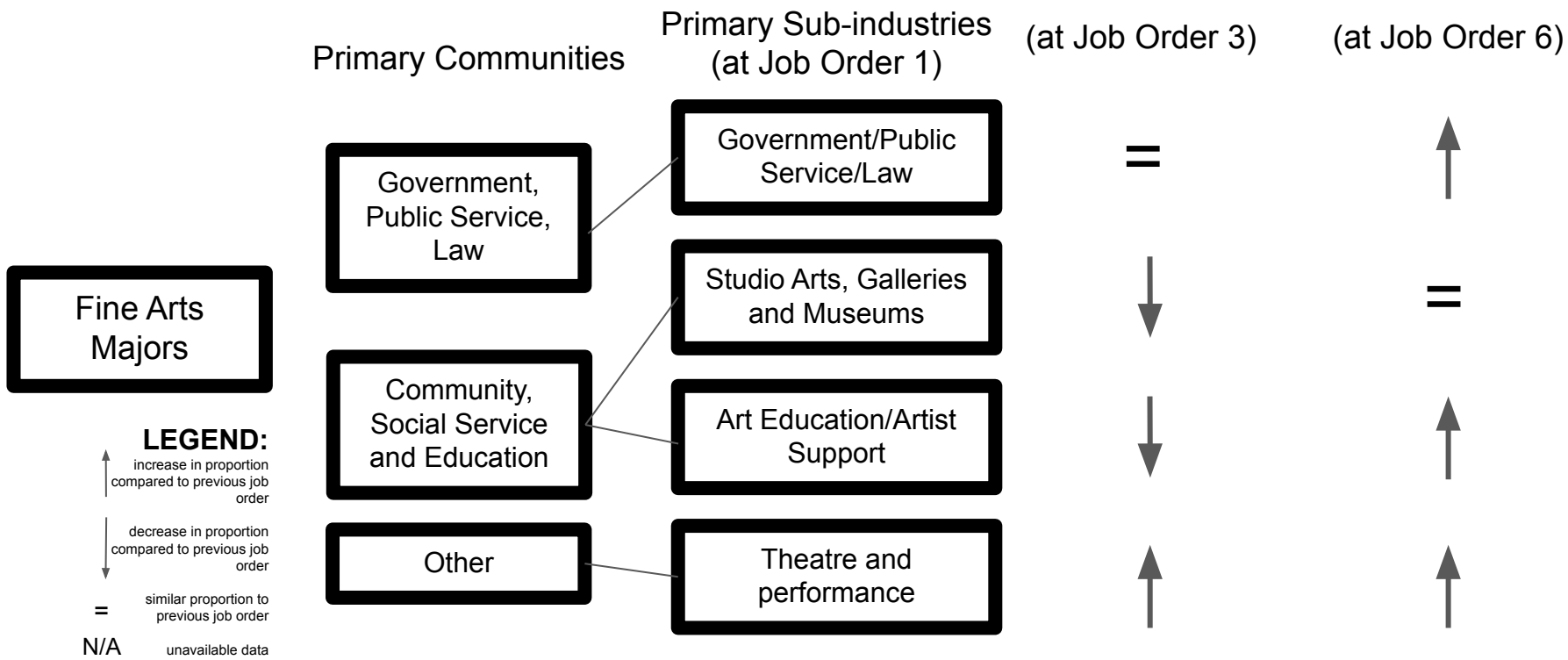


Sub-Industry Persona Analysis

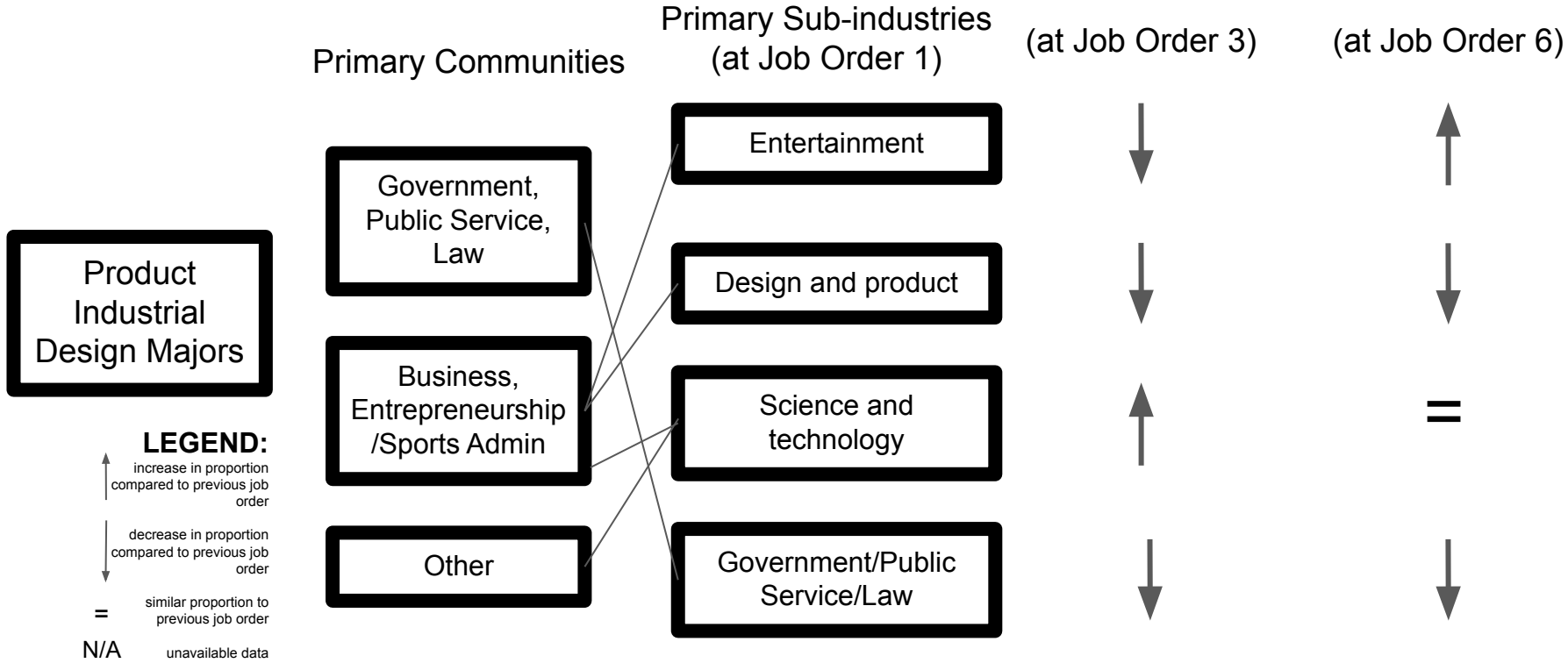
Graphic Design majors tend to branch out of Branding/Advertising as they go longer into their career, while Design/product occupations increase during the same timeframe



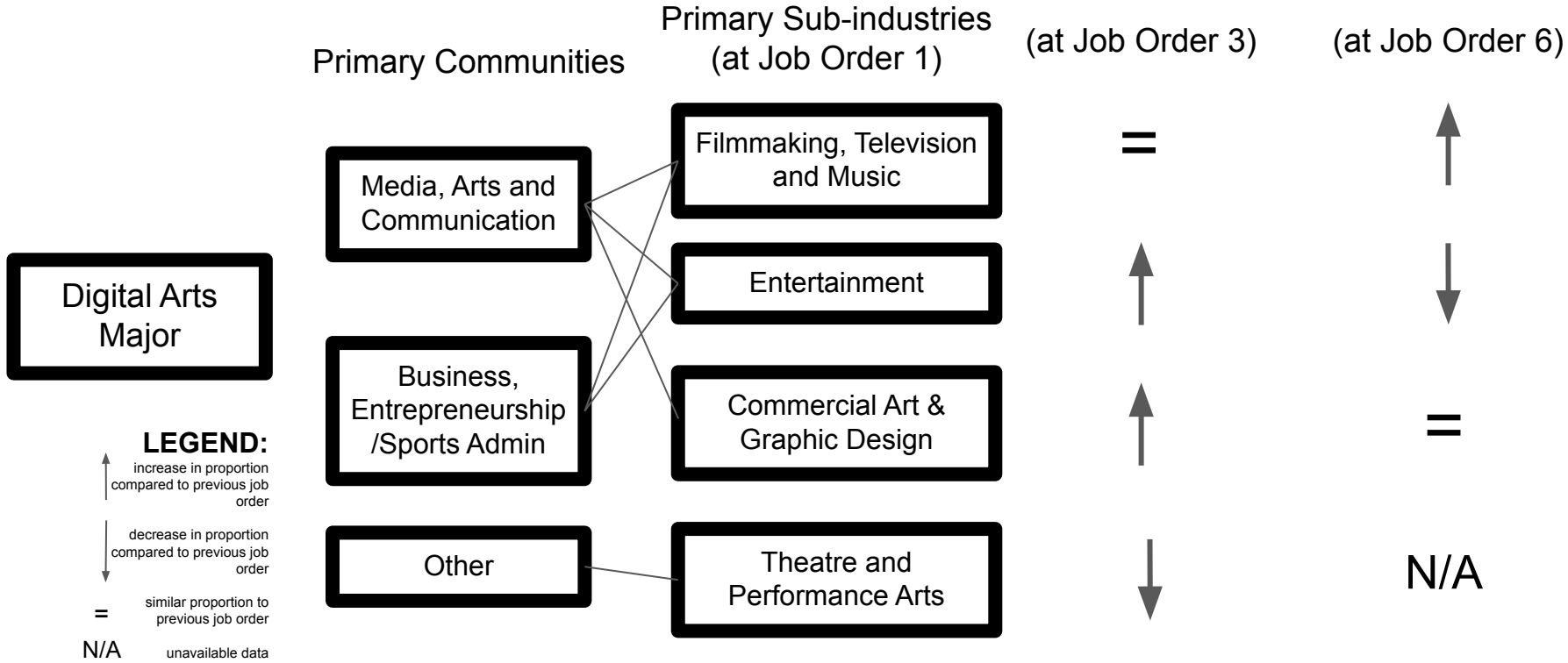
Fine Arts majors tend to have stagnant career trajectories, with little industry and community pivots. In our dataset, fine arts majors tend to stick within community and civic organizations and job roles.



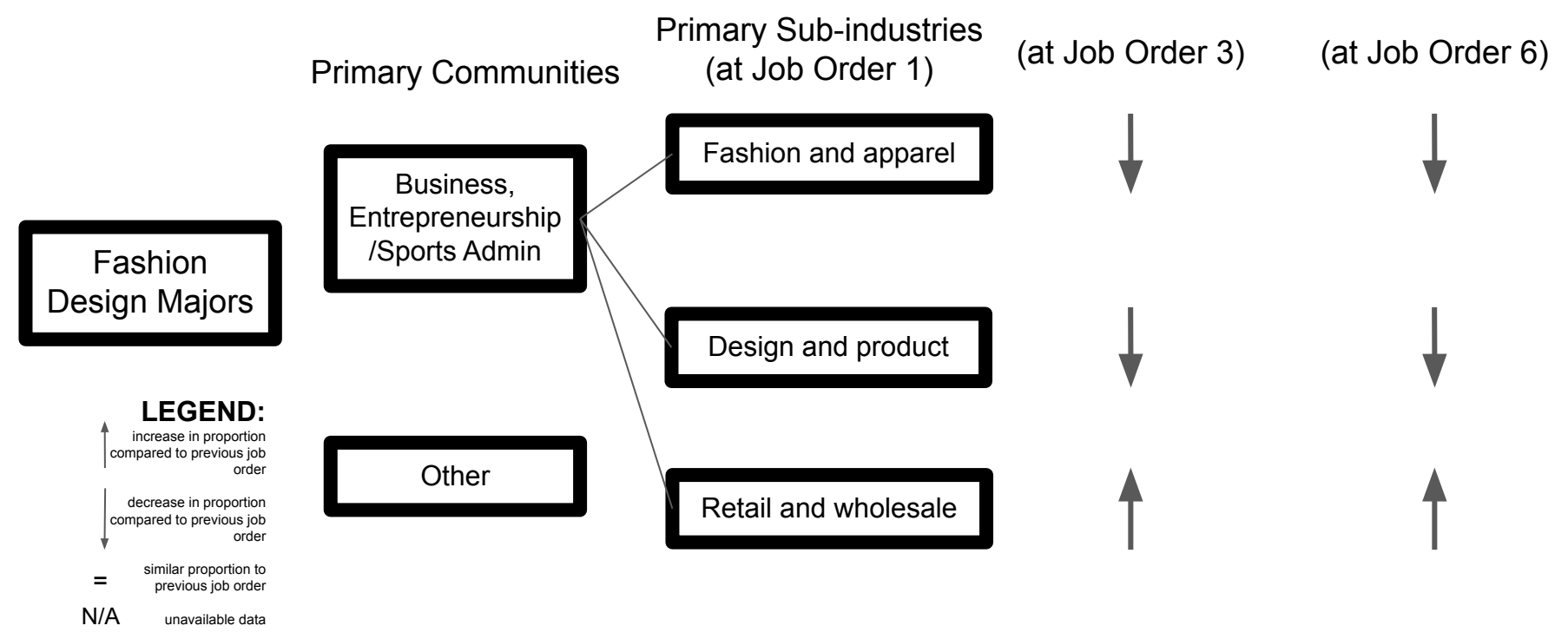
Product Industrial Design majors typically stay within Business and Entrepreneurship industries and Government divisions. Science and technology divisions become more popular to them later on in their careers.



Digital Arts majors tend to go into more creative and entertainment based fields, including filmmaking/television and commercial arts. These jobs tend to spike up around mid-career, except for Theatre and Performance Arts.



Fashion Design majors seem to have a heavily concentrated career trajectory towards Fashion and apparel design, with graduates gradually leaving to pursue other sectors like Retail and wholesale. However, majority still stick with the former industry.



Architecture majors tend to stick within the architectural and interior design industry before slowly moving away from the industry towards the end of their career. Other industries include science and technology or design and product, but minimal numbers in both.

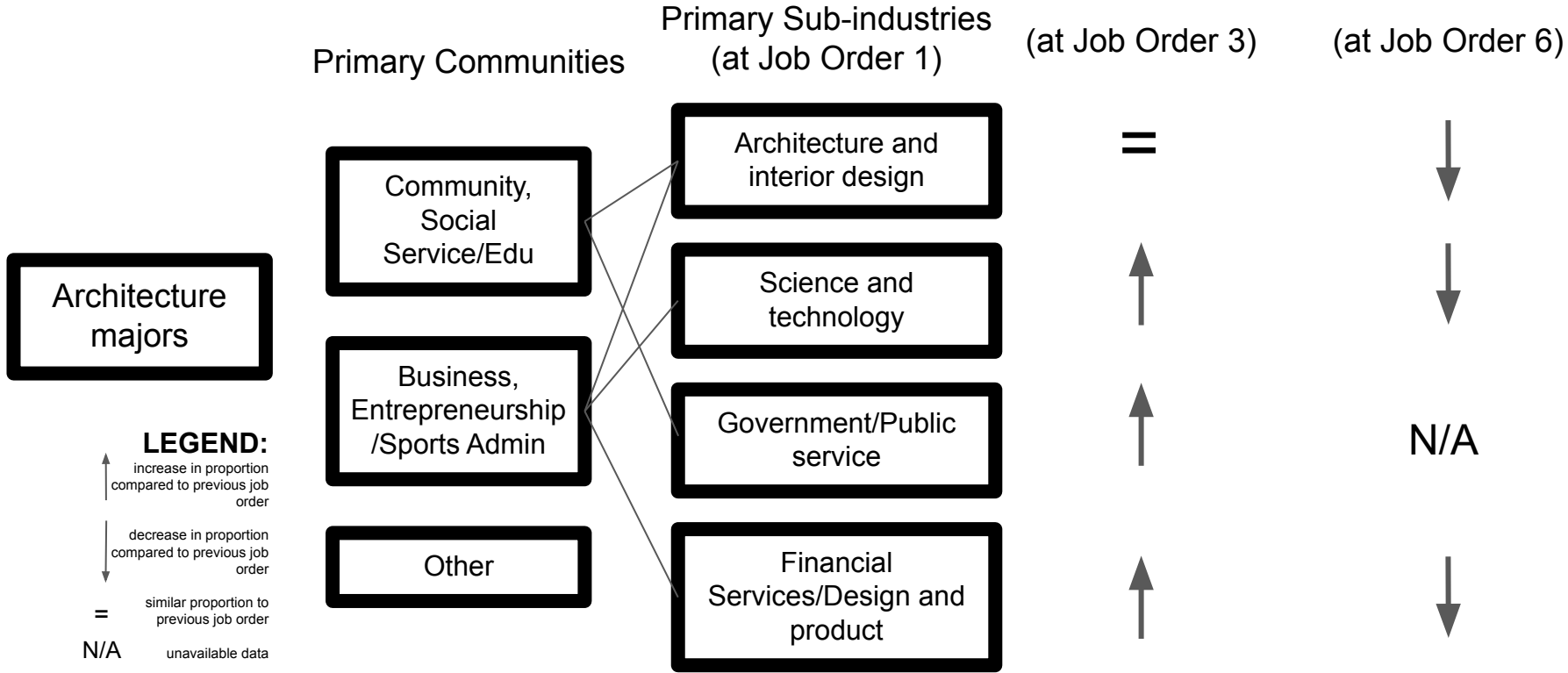
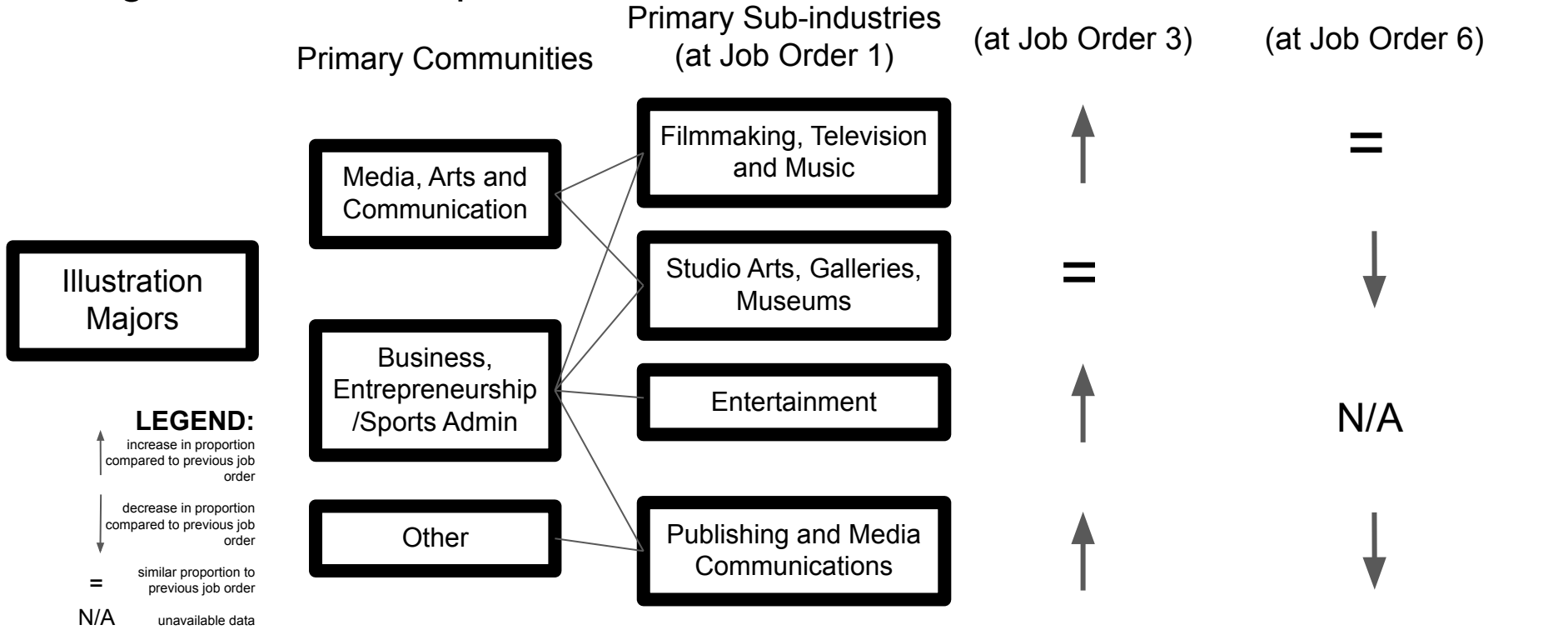


Illustration majors normally go to media and communication industries, and alot of these graduates go into filmmaking and continue to be in that industry in the long run. Some may try out publishing or entertainment, but they slowly taper off longer in the career path.



Photography majors tend to go into a variety of industries, with the most frequent sub-industry being “All other.” However, a trend throughout the later stages of their career assumes graduates slowly dropping off from all major sub-industries.

