

SI 485 Final Deliverable Report

Career Outcomes of Art and Design Graduates

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Overview of Project

Our project created visualizations and collected insights on the career outcomes and professional development of Art & Design (A&D) school graduates in hopes of helping current/prospective A&D students understand the varying career and higher education pathways open for them after graduation. In order to do this, we investigated the impact different educational and professional decisions had on A&D school graduates' career trajectories.

Project deliverables

Our deliverable takes the form of a code base consisting of several scripts which our team used to generate our insights. These scripts can be further built out to generate additional insights. Full documentation of the content of the files can be found within the **README.md** in the repository. The files are as follows:

- **MainAnalysis.ipynb**: This script contains all initial data cleaning we conducted on the supplied data and our initial exploratory data analysis.
- **AlexisAnalysis.ipynb**: This script contains the analyses conducted by one of our team members, Alexis, and her results, mainly pertaining to internships and pivots between sub-industries.
- **TaewoongAnalysis.ipynb**: This script contains the analyses conducted by one of our team members, Taewoong, and his results, mainly pertaining to geographic movements throughout individuals careers.
- **GavinAnalysis.ipynb**: This script contains the analyses conducted by one of our team members, Gavin, and his results, mainly pertaining to the impact of master's degrees.
- **TiaraAnalysis.ipynb**: This script contains the analyses conducted by one of our team members, Tiara, and her results, mainly pertaining to industry entry timing and the impact of alternative education such as bootcamps and certifications.

Approach

Our approach to this broad problem is to divide our analyses based on the different stages of a person's career trajectory. We built out several categories of analysis that maps out important research questions. In order to complete this task we did the following:

- Pre-Graduation Analysis: We analyzed the impact of internships on careers and investigated the effect of professional additional development on industry fields.
- Career Analysis: We analyzed where graduates tend to go for employment after graduation, mapping out the most common cities and which schools funnel into which locations. We also tried to see if our CareerMaps' salary data is applicable to our group's approach and looked at occurrences of career and industry pivots throughout a graduates' professional pathway. Additionally, we examined the most popular sub-industries for each major and if they differ throughout the stages of their career.
- Higher Education Analysis: We analyzed the impact of jobs before and after a master's education. We also looked at differences in sub-industries between graduates who do and don't have a master's.

Key Value Created

1) Career insights to offer to schools about current graduates' potential career paths

CareerMap works closely with higher education institutions who demand insights about their current students' career trajectories. By analyzing art and design school graduates' career paths with these lenses, these stakeholders can use these insights to 1) understand their current graduates' career paths 2) build career development assistance. These institutions can create career development maps, brochures, and guidance based on the insights we provided.

2) Career insights to help recruit prospective students with clarity in career trajectories

Our team's analysis will also create value in university admissions initiatives. The problem that CareerMap identified with regards to the process of art and design school admissions is the uncertainty and lack of information about career paths upon graduation. With the career path insights, the education institutions will be able to include these career trajectory insights in new student recruiting and admissions packets, information sessions, and marketing initiatives, providing prospective students with more clarity and perspectives of their potential careers. This will result in a virtuous cycle of having more applicants to the art and design schools, leading to more graduates in various career paths which then can be included in career trajectory insights.