



**REPORT: SCAD ALUMNI  
EMPLOYMENT STUDY  
2018**

# REPORT: SCAD ALUMNI EMPLOYMENT STUDY

**“Capital is being superseded by creativity and the ability to innovate — and therefore by human talents — as the most important factors of production. If talent is becoming the decisive competitive factor, we can be confident in stating that capitalism is being replaced by ‘talentism.’”**

**-Klaus Schwab**

**Founder of the World Economic Forum**

Recent research from the Association of American Colleges and Universities maintains that employers prioritize critical thinking, communication, collaboration and complex problem-solving skills. This revelation reflects the fluidity of the ever-expanding global economy. In the modern world, industries integrate and economies evolve in new and inventive ways. Companies espouse nontraditional approaches to products, services and experiences, re-envisioning everything regarding their businesses.

Now more than ever, companies and organizations value innovation and ingenuity as core components of their operations — and need professionals with the ability to contribute creatively. The capacity to formulate unique, insightful and relevant solutions — to provide imaginative, intelligent and effective results across every business sector — has never been in higher demand. These indispensable skills are embedded in the curriculum of every single degree program at SCAD.

Nurtured by passionate professors with extensive industry experience, SCAD graduates represent the globally minded, collaborative, enterprising professionals who thrive in the ever-changing terrain of modern markets. Through engaged teaching and learning, sponsored projects, signature events and programming, substantial internship and career services, cross-disciplinary collaboration, extended learning opportunities and more, SCAD graduates are comprehensively prepared for the contemporary creative workforce.

## **Notable SCAD alumni accomplishments from recent years:**

**Jeff White** (M.F.A., computer art, 2004), creative director at Industrial Light & Magic, received two Academy Award nominations for Best Achievement in Visual Effects for “Kong: Skull Island” and Marvel’s “The Avengers.”

**Christopher John Rogers** (B.F.A., fashion, 2016) is a celebrated fashion designer whose designs have been worn by Cardi B and his latest collection was featured in Kendrick Lamar’s “All of the Lights” music video.

**David Karlak** (B.F.A., film and television, cinema studies minor, 2010), has been dubbed the “worldwide guru of VR” by *WIRED* thanks in part to his work with 20th Century Fox’s FoxNext VR Studio to direct “Alien Covenant: In Utero” for Ridley Scott.

**Jamil Primas** (B.F.A., visual effects, music composition minor, 2015), served as lighting technical director for “Wonder Woman,” “Pirates of the Caribbean: Dead Men Tell No Tales” and “X-Men: Apocalypse.”

**Melissa Spitz** (M.F.A., photography, 2014), was named *TIME*’s 2017 Instagram Photographer of the Year for her Instagram account @nothing\_to\_worry\_about, which documents her mother’s mental illness.

**Eric Edwards** (B.F.A., broadcast design, 2006), creative director of The New Blank team, rebranded the Oscars for the 90th awards ceremony.

**DeRon Horton** (B.F.A., performing arts, 2015), is an actor who has appeared in “Dear White People,” “Dirt” and “Burning Sands.”

## **SCAD alumni have secured some of the most competitive design roles such as:**

**Nikki Palomaria** (B.F.A., graphic design, 2015), senior art director, BBDO Worldwide, Hong Kong

**Matthew Rath** (B.F.A., accessory design, 2010), senior designer, Marc Jacobs, New York

**Michelle Compton** (B.F.A., graphic design, photography minor, 2017), designer, Mattel, Los Angeles

This small sample of success stories proves the rule — not the exception.

# KEY FINDINGS

**Ninety-nine percent** of combined undergraduate and graduate alumni reported being employed, pursuing further education or both within 10 months of graduation.

**Ninety-nine percent** of master's degree graduates and **99 percent** of bachelor's degree graduates reported being employed, pursuing further education or both.

Of the total number of employed respondents, **90 percent** are working in the industry for which they studied or in a related field.

---

## STUDY OVERVIEW

To better understand the career paths of recent graduates, SCAD's office of institutional assessment conducted a study of Spring 2017 alumni using a multistep process. As the key finding of the study, 99 percent of reporting graduates were employed, pursuing further education or both within 10 months of commencement.

This information is gathered annually by SCAD to ascertain the employment and continuing education information of its graduates with the goal of monitoring alumni career development as well as assisting and advising in the pursuit of employment or further education.

## METHODOLOGY

SCAD's alumni follow-up study is a multistep process beginning at graduation and extending for 10 months:

- **May 2017:** Administration of a commencement survey immediately prior to graduation regarding secured employment and continuing education.
- **June 2017–March 2018:** Monitoring of a variety of internal and external data sources including the university's internal data management system, which

allows the university to identify who is returning to SCAD to pursue an additional degree or is currently employed at SCAD; the National Student Clearinghouse, an independent organization that tracks national enrollment data and indicates which graduates are pursuing further education at other institutions; LinkedIn and other online sources such as Behance, where SCAD alumni share profile and employment information; academic department ambassadors who stay connected with students post-graduation; and SCAD's career and alumni success database, which tracks student- and alumni-reported employment data.

- **January–February 2018:** Administration of a follow-up online survey regarding secured employment and continued education. For this past year, this online survey began in late January 2018 and ran for approximately seven weeks.

## KNOWLEDGE RATE

Using best practices from the National Association of Colleges and Employers (NACE), SCAD captured information from 88 percent of the Spring 2017 graduates — a total of 1,355 undergraduate and graduate alumni — from Savannah and Atlanta, Georgia; Hong Kong; and eLearning.

---

Employment rates for individual programs are available upon request. While the aforementioned statistics are unique to this graduation class, they are comparable to recent SCAD placement statistics. Readers should understand that these figures cannot be compared with statistics from other institutions, as there is no federal standard for how information needs to be tracked, thus leaving each individual institution to determine its own methodology.

**For more information, contact [employmentstats@scad.edu](mailto:employmentstats@scad.edu).**