CAREER INSIGHTS & GUIDANCE



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THE MAIN CHALLENGE FACING GRADUATE EMPLOYABILITY TODAY

A key challenge in graduate employability within the art and design field is balancing creative talent with industry-relevant skills. Many graduates produce strong artistic work but struggle with professional readiness, including portfolio presentation, digital tools proficiency, client communication, and understanding market demands. Rapid technological changes, such as AI and digital platforms, also require adaptable mindsets and continuous upskilling. In addition, limited career awareness beyond traditional creative roles can restrict opportunities, highlighting the importance of entrepreneurial thinking, real-world projects, and stronger collaboration between art education and creative industries.

ADVICE FOR STUDENTS IN PREPARING FOR THEIR FUTURE CAREERS

Start preparing early by exploring your interests and building real skills, not just grades. Create a strong portfolio that shows your creativity, process, and growth over time. Learn to communicate your ideas clearly, collaborate with others, and accept feedback positively. Stay curious about new tools and trends, especially digital platforms and emerging technologies. Try internships, small freelance projects, or competitions to gain real-world experience. Most importantly, develop a growth mindset — be willing to learn, adapt, and keep improving as industries continue to evolve.

ONE CAREER LESSON LEARNED THE HARD WAY

One career lesson I learned as an art student is that talent alone is not enough. I once focused only on aesthetics but struggled to keep up with fast-changing technology and current industry expectations. Tight deadlines, new digital tools, and evolving trends taught me to be adaptable, disciplined, and continuously willing to learn.

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