



** Please note – the information contained in this handout is accurate as at January 2011. Information regarding employment prospects/salary/growth is based on information derived from www.skillsinfo.gov.au, www.joboutlook.gov.au and Careers and Employment's own research.

2011

Please note: the information contained in this document was current as of January 2011. Refer to www.swinburne.edu.au/courses/ for the most recent updates. Refer to the School of Digital Media website www.tafe.swinburne.edu.au/digital-media/ for further information and a list of the courses offered in this area.

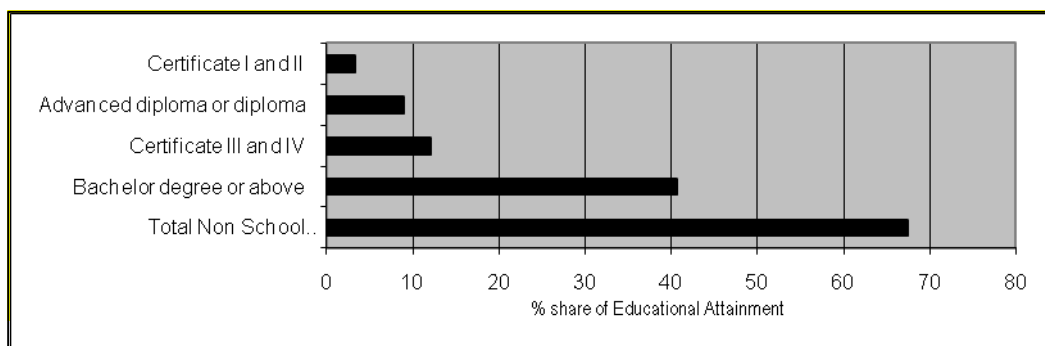
Industry Overview

The Information, Media and Telecommunications industry, including the Digital Media sector covers a broad spectrum of activities within both the public and private sector. The industry itself is relatively small, with approximately 216,000 persons, (1.9 per cent of the total workforce), over the past five years, with employment in the industry decreasing at a rate of 2.1 per cent per annum. In saying that, the digital media is a growing sector and job prospects for specialists in the area are expected to improve strongly to 2014–2015 (1.8 per cent increase per annum).

This is a dynamic industry that has been dramatically impacted by changes in technology. Coupled with the breadth and diversity of its activities, the industry employs people interested in creative and technical writing, photography and music production, back stage production services, as well as computer programming, engineering and related technical and electronic support.

The majority of workers within the sector have a non-school qualification, with the most prevalent qualifications in the industry being Bachelor degrees (or above). There is also a large proportion of workers with lower educational attainment; however, graduates would be encouraged to consider both Higher Education *and* employment opportunities on completion of their TAFE qualification.

Information, Media and Telecommunications Sector – Educational Attainment (percentage share of employment) – May 2009



Source: ABS Education and Work, Australia (cat. no 6227.0)

Job Titles

- Assistant Webmaster
- General Application Support Officer
- Multimedia Developer
- Multimedia Programmer

- Web Designer

Digital and Multimedia Design

Digital Media and Multimedia graduates may gain employment in the areas of multimedia design, interface design, web design, new media arts, art direction, film and video post production, 3D modeling, 2D and 3D animation, visual art studio practice, graphic design and the screen art industries, including Professional, Scientific and Technical Services; Information Media and Telecommunications; Education and Training; and Electricity, Gas, Water and Waste Services. The mix of industries employing Multimedia Specialists and Web Developers are very favourable for employment growth prospects.

Job prospects for Multimedia Specialists and Web Developers are good. Employment growth for Multimedia Specialists and Web Developers to 2014-15 is expected to be strong. Employment in this medium-sized occupation (7700 in August 2009) has risen very strongly in the past five years. Employment prospects for Graphic and Web Designers, and Illustrators to 2014-15 are expected to grow very strongly. Employment figures in this large occupation (38 200 in November 2009) have risen very strongly over the last 10 years.

Further Education and Pathways

For a full list of credit pathways and requirements see the Swinburne website:
www.future.swinburne.edu.au/pathways

For entry and admission requirements: www.swinburne.edu.au/courses

References and Relevant Websites

- www.joboutlook.gov.au
- www.skillsinfo.gov.au/
- www.design.org.au/content.cfm?id=105
- www.cultureandrecreation.gov.au
- www.aimia.com.au
- www.mmv.vic.gov.au/ICTIndustry
- www.iaa.net.au

What help does Swinburne Careers and Employment offer?

Career Services

- Career Counselling for Students
- Careers in the Curriculum (CIC) – Higher Education Students
- Plan Skills Development
- Career Seminars/Workshops for Students
- Resume and Cover Letter Checks
- Interview Practice
- Student Recruitment Service (Final Year Students)

Career Resources

- Career Resource Library
- Job Search Handouts
- Interactive Career Planning
- What Can I Do With My Degree/TAFE Qualifications? (see website for resource)

SwinEmploy Employment Service

- All job advertisements for graduate placements, casual, vacation, part-time and full-time employment

- Links to employer websites
- Enables students to book online for events such as workshops, employer information sessions and interviews
- Access to Going Global (over 10,000 job vacancies listed across Europe, Asia-Pacific, UK and US. Global key employer directories, work permits & visa regulations, country-specific cultural & interviewing advice & more)

Download Careers and Employment job search handouts from SwinEmploy, including:

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| <ul style="list-style-type: none"> ➤ Addressing Selection Criteria ➤ Assessment Centres ➤ Cover Letters or Letters of Application ➤ Curriculum Vitae or Resume ➤ Employer Expectations of Graduates ➤ Interviews - How to Plan, Prepare and Perform ➤ Informational Interviewing | <ul style="list-style-type: none"> ➤ Job Hunting ➤ Networking: What Is It and How Do You Do It? ➤ Online Applications ➤ Psychometric Tests ➤ Skills and Attributes ➤ Thinking About Changing Your Course? ➤ Tips for facing the work environment and your first professional job |
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