



THE NEW CREATIVES REPORT

Student Findings

June 2014



Methodology

- Online survey among a total of 535 students in creative disciplines
- Data collected between May 12-21, 2014 by Edelman Berland
- Margin of error at the 95% confidence level is +/- 4.2%.

CREATIVE STUDENTS

Definition:

- 18-64 years old
- Current student
- Creative major (graphic design, fine arts, web design, etc.)

Sample n=535

Summary of Key Findings

New creatives are versatile and optimistic

1. 96% of creative students have a positive outlook on their choice of a future creative career and 80% believe their best days are ahead of them. [slide 6 and 7]

Creative students on the rise, but under pressure

2. Students believe creativity and design thinking are becoming more important to business (79%) and say that creatives are increasingly expected to work across multiple mediums and disciplines (78%). [slide 8]
3. Financial or job security (41%) is the top worry keeping student creatives up at night, followed by pressure to deliver creative ideas and content faster than ever (25%) and losing inspiration and motivation (24%). [slide 9]

Summary of Key Findings (cont.)

Creativity is going mobile

4. 79% of students have created mobile content and the majority of those students (66%) have a positive outlook on the impact of mobile technology on creativity. [slide 10]
5. Students believe mobile's biggest impact on the creative process is the ability to capture inspiration anywhere, at any time (36%). [slide 11]

Shifting sources of motivation and inspiration

6. Digital sources such as social media (36%) as well as websites and online advertising (23%) are noted as the most influential sources of inspiration over more traditional sources including architecture (7%) and fashion (14%). [slide 13]

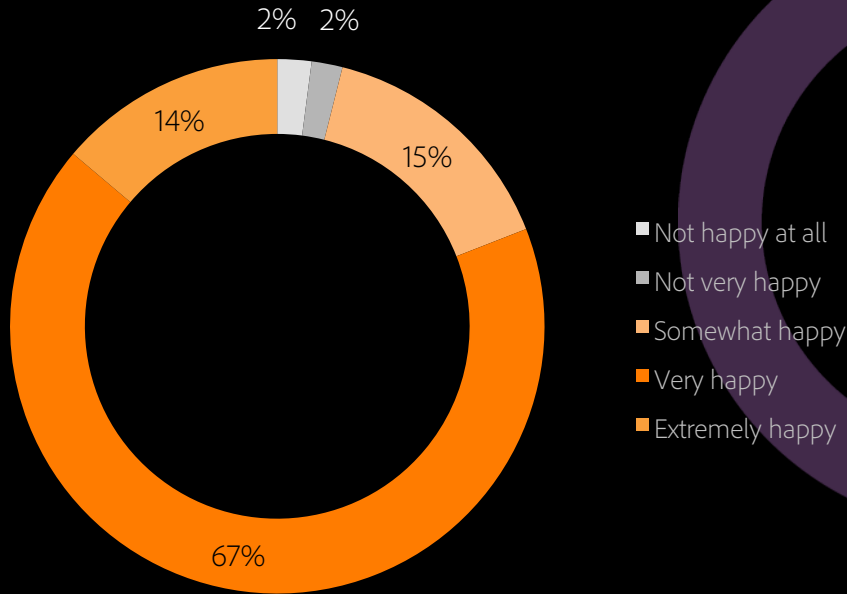
Summary of Key Findings (cont.)

Views of the future creative workforce

7. Many student creatives believe that employers do not value them the same as graduates in other fields (40%). [slide 14]
8. Student creatives believe Web design (22%) and graphic design (19%) will be the most sought-after skills in the next year. Yet, over one-quarter (26%) of student creatives identify 3D as their primary field of study. [slide 15 and 16]
9. Students cite job prospecting (30%) as the top reason for participating in an online creative community. [slide 17]
10. Perfectionism is seen as the biggest barrier to learning another medium or discipline (24%). Students primarily trust their creative instincts (77%) and also believe analytics and metrics can inspire creativity (63%). [slide 18 and 19]

Creative students are happy and fulfilled in their career choice

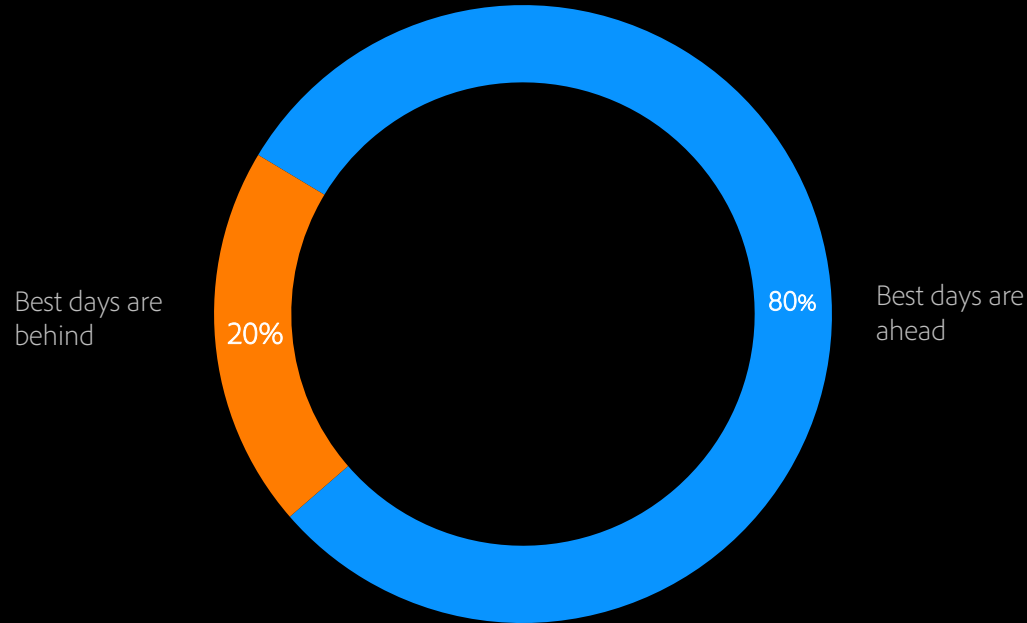
HOW HAPPY ARE YOU IN YOUR OVERALL CHOICE AS A CREATIVE?



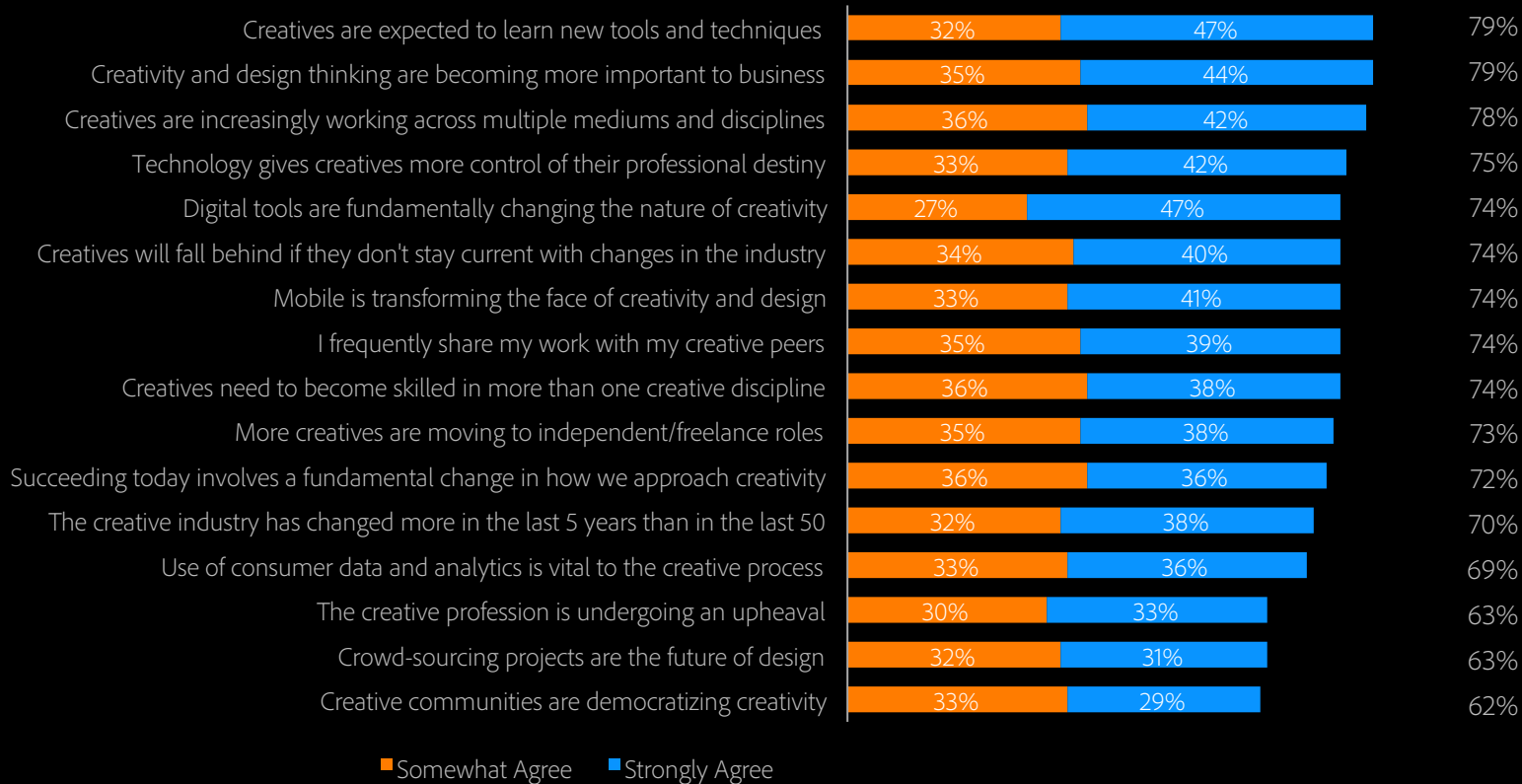
96% are happy with career choice

Majority of students see a bright future ahead

HOW DO YOU SEE THE FUTURE FOR CREATIVES? THEIR...



Design thinking and working across multiple mediums are becoming more important



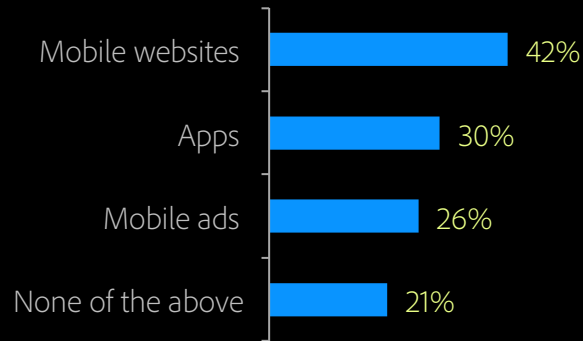
Financial or job security is the top worry keeping student creatives up at night

WHAT KEEPS YOU UP AT NIGHT AS A CREATIVE?



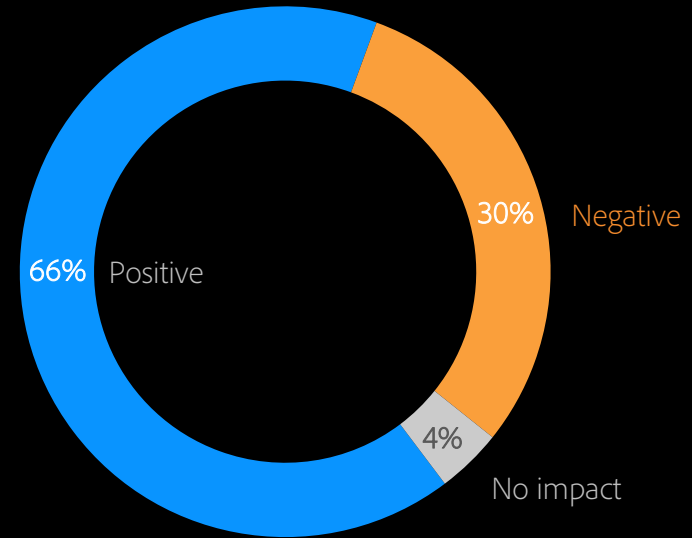
Majority of students are embracing mobile

DO YOU CREATE ANY OF THE FOLLOWING?



79% CREATE FOR MOBILE

IMPACT OF MOBILE CONTENT ON YOU AS A CREATIVE?



Mobile devices are changing the creative process

HOW HAVE MOBILE DEVICES CHANGED YOUR CREATIVE PROCESS?



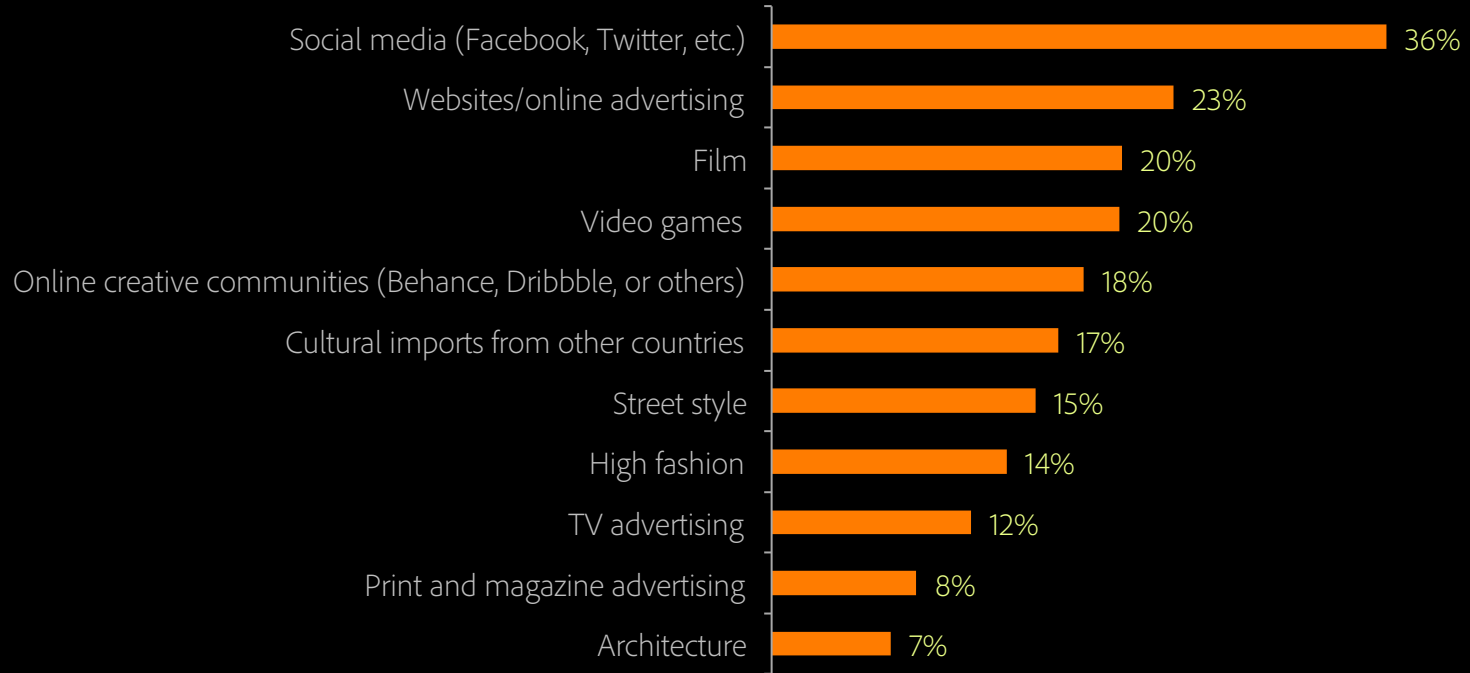
Student creatives depend on laptops and pen and paper for most creative activities

WHICH OF THE DEVICES LISTED IS YOUR GO-TO DEVICE FOR EACH OF THE FOLLOWING CREATIVE ACTIVITIES?

	Idea Generation	Seeking Inspiration	Brainstorming	Content Creation	Collaboration	Content Sharing	Displaying Content
Desktop computer	12%	17%	12%	19%	16%	14%	18%
Laptop computer	22%	30%	17%	25%	26%	33%	34%
Tablet like an iPad	8%	9%	9%	8%	8%	9%	10%
Tablet/touchpad	8%	8%	8%	8%	9%	5%	5%
Smartphone	13%	14%	15%	11%	17%	19%	14%
Pen and paper	24%	10%	31%	19%	12%	7%	9%

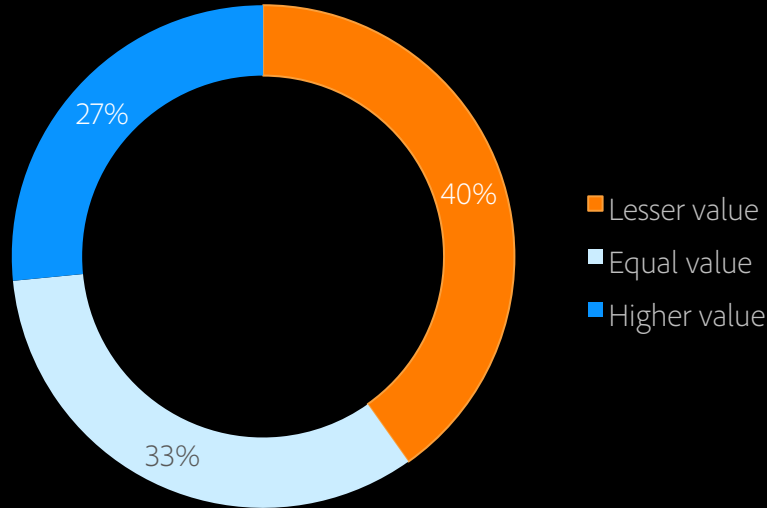
Student creatives are most inspired by social media

WHICH OF THE FOLLOWING DO YOU SEE AS THE MOST INFLUENTIAL SOURCE OF CREATIVE SPARKS AND INSPIRATION FOR THE CREATIVE COMMUNITY?

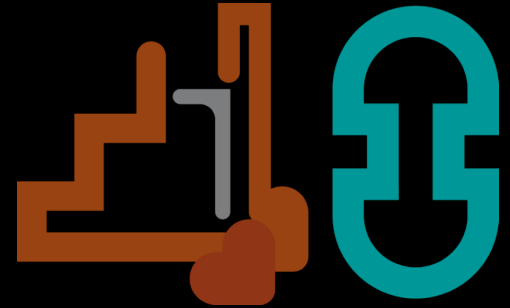


Student creatives believe that employers do not value them as much as graduates in other fields

HOW DO YOU FEEL EMPLOYERS PERCEIVE THE VALUE OF RECENT GRADUATES IN CREATIVE DISCIPLINES COMPARED TO OTHER MAJORS?

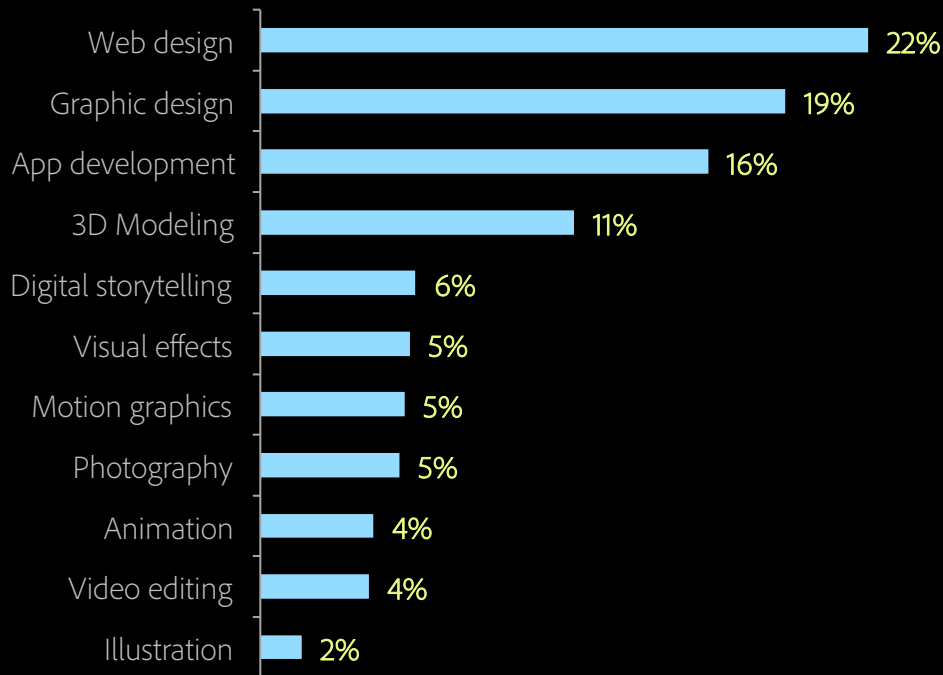


40% of students believe employers value them less



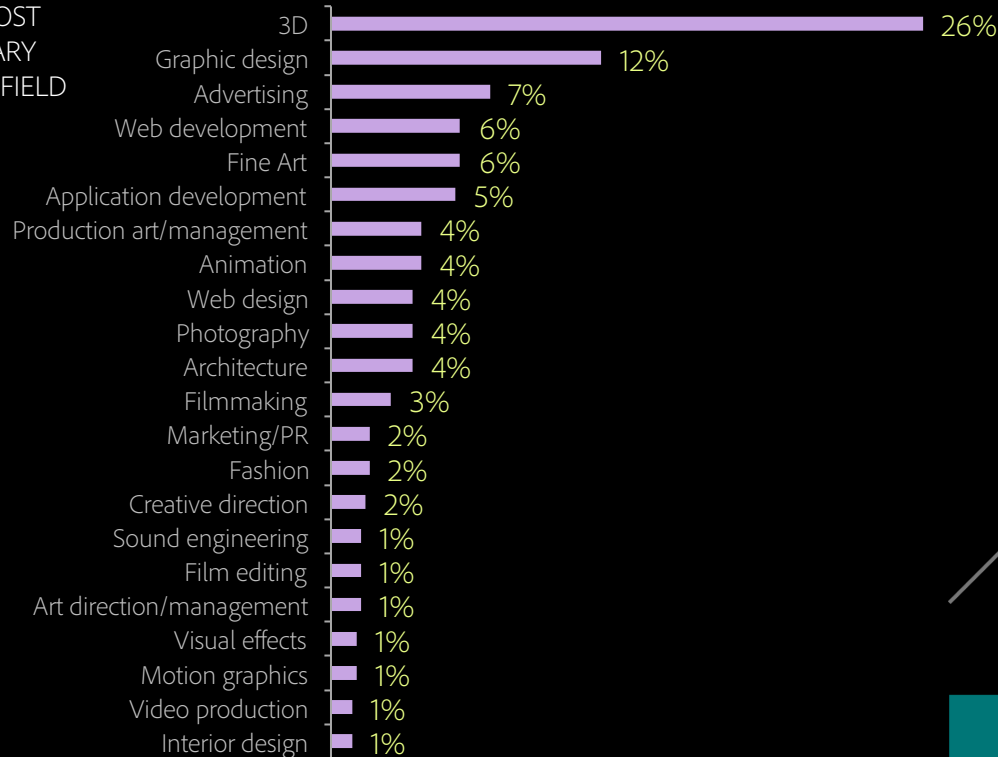
Student creatives believe web and graphic design skills will be most in-demand in the next year

WHICH OF THESE CREATIVE SKILLS DO YOU THINK WILL BE MOST 'IN-DEMAND' OVER THE NEXT 12 MONTHS?



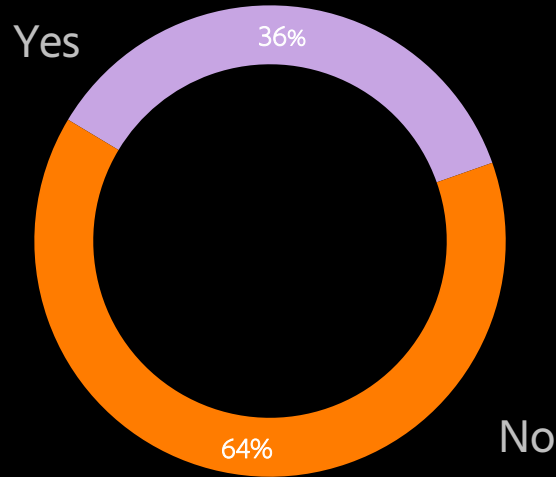
Yet over one-quarter of student creatives identify 3D as their primary field of study

WHICH OF THE FOLLOWING MOST CLOSELY DESCRIBES THE PRIMARY DISCIPLINE OF YOUR PRIMARY FIELD OF STUDY?

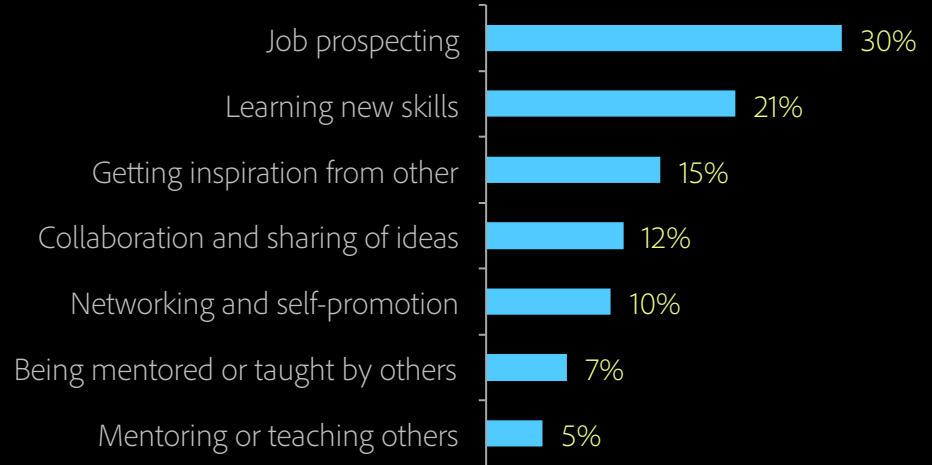


Students look to online creative communities for job prospecting

ARE YOU A MEMBER OF AN ONLINE CREATIVE COMMUNITY?



WHAT IS THE TOP REASON YOU PARTICIPATE IN AN ONLINE CREATIVE COMMUNITY?

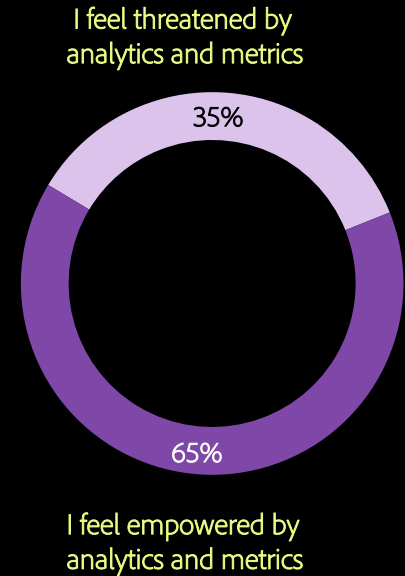
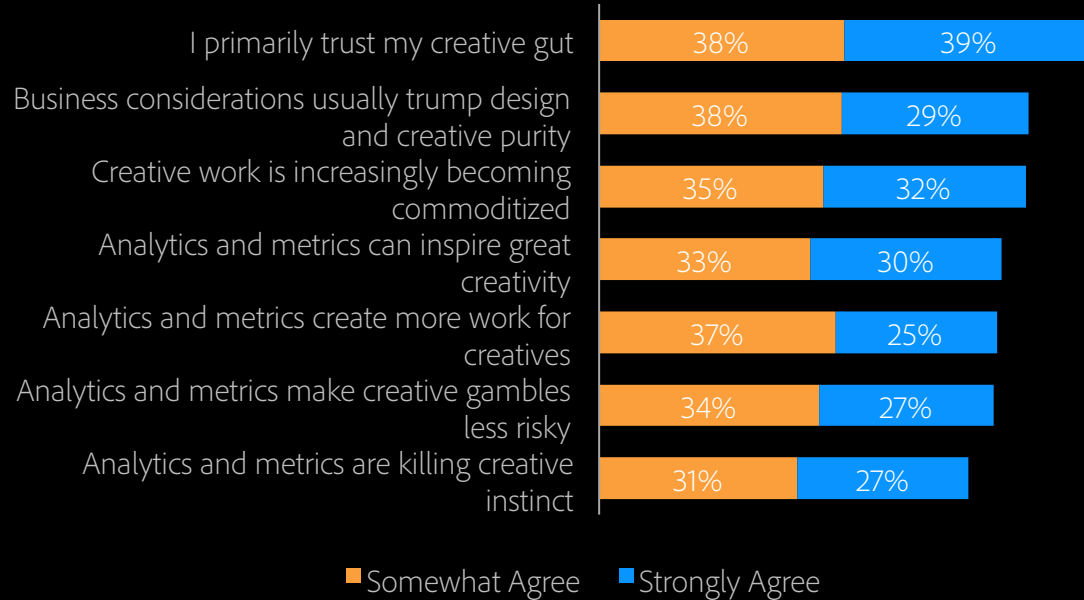


Perfectionism is the biggest barrier to learning another medium or discipline

IN YOUR OPINION, WHAT IS YOUR BIGGEST BARRIER TO MASTERING ANOTHER MEDIUM OR DISCIPLINE?



Students trust their creative instincts and also believe analytics and metrics inspire creativity

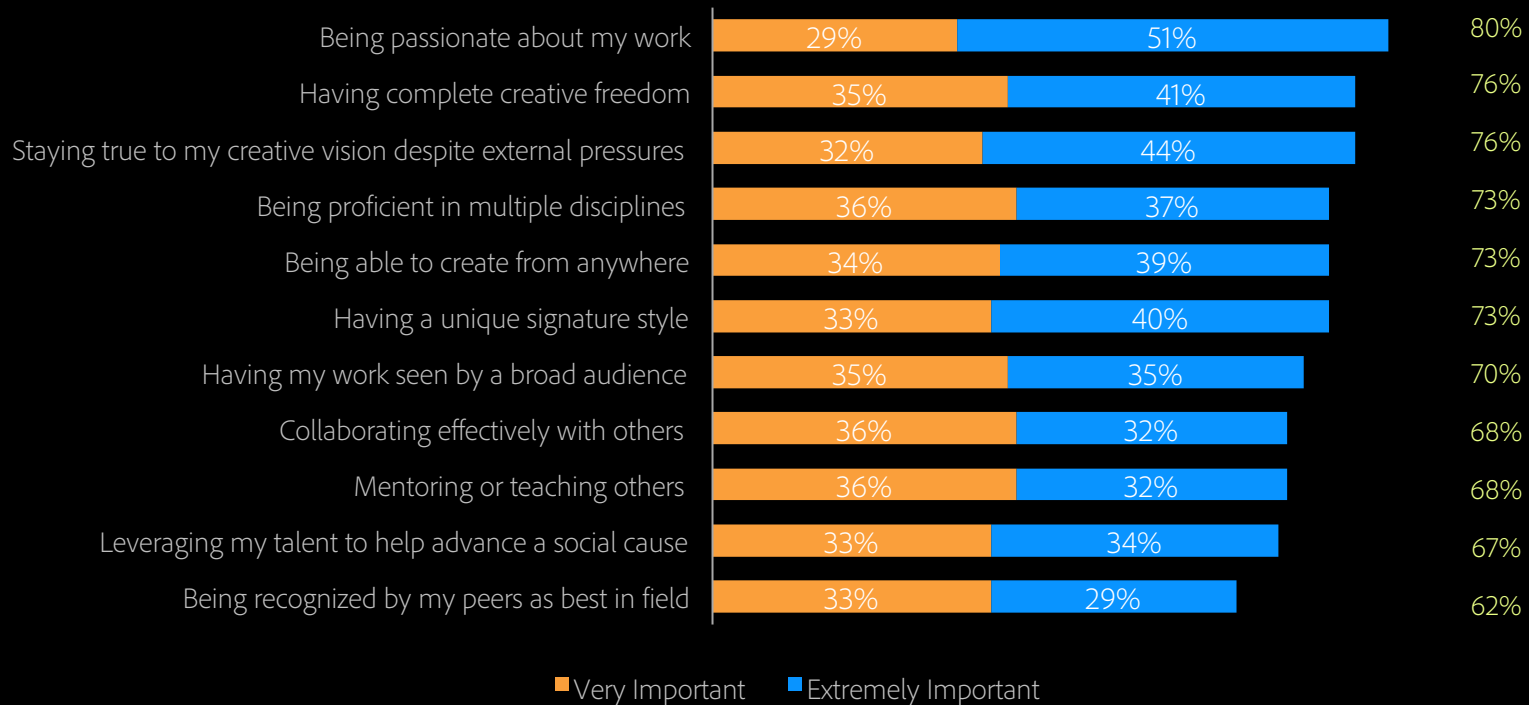


Appendix: Additional Findings



Being passionate and having creative freedom are important to student creatives

HOW IMPORTANT ARE EACH OF THE FOLLOWING TO YOU AS A CREATIVE?



Creative students view lack of negative space as the “Cardinal Sin” of design

WHAT DO YOU CONSIDER TO BE THE “CARDINAL SIN” OF DESIGN?

