



CREATIVE SCHOOL OF BUSINESS

HONORIS UNITED UNIVERSITIES

EMPLOYABILITY REPORT 2021

93%

of our graduates

were employed within 2 months
of graduating according to our
June 2021 alumni survey.



@redandyellowed
redandyellow.co.za

Founded in 1994, Red & Yellow is a CHE and SETA accredited Private Higher Education Institution headquartered in Cape Town, with specialised academic degrees in digital and creative arts, marketing, design, and content creation and a wide range of popular online short courses and certificates. Its highly regarded corporate training team delivers innovative and customized programmes with key references such as Absa, Vodacom, Sanlam, and Unilever, in addition to longstanding ties with industry including agencies like Ogilvy, TBWA, and DYDX. Multiple students are nominees & winners at local and international awards ceremonies, including the Loeries, Pendorings, and D&ADs. Red & Yellow is the publisher of the world-renowned textbook 'eMarketing: The Essential Guide to Marketing in a Digital World' which has been downloaded over 1,000,000 times. Red & Yellow is a proud member of Honoris United Universities since 2020.



Our Manifesto

We believe creative thinking is the most important skill of the future and it must be supported by uniquely human abilities such as leadership, adaptability, and social intelligence.

We are a Creative School of Business that provides you with the commercial logic to grow successful organisations and more importantly the creative magic to set them apart.

We are teaching the great creators, inventors, leaders and entrepreneurs for the 21st Century.

What is **employability** and why is it **important**?

At Red & Yellow we agree that employability is "a set of achievements – skills, understandings and personal attributes – that makes graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy".¹

To us at R&Y this not only means being a valuable employee from the very first day on the new job, but also that you have attributes that will help you be a successful freelancer, start your own business, or be able to gain entry into further study - whatever the next step in your chosen career will be.

94%

of our graduates cited that their skills met or exceeded the expectations of their job



1 - Yorke, M. (2004), *Employability in higher education: what it is - what it is not*, The Higher Education Academy/ESECT

How does **R&Y** effect **employability**?

1

The **practical application** of theory in all of our modules.

2

An **active and involved industry advisory panel** who influences our curricula and provides a critical feedback loop in ensuring businesses are connected with our programmes and students, and that we are able to provide them with the skills and talent that they need.

3

Project-based learning means constant exposure to industry players, collaborating on carefully selected real-life projects. Our 2021 graduates worked on 6 clients on real life projects:

- Peace Parks TV
- House of Macadamia
- Walker Bay Outdoor Festival
- AfrikaBurn
- Baxter Theatre
- Heineken



Baxter Theatre



AfrikaBurn

The feedback from the live clients was overwhelmingly positive:

Hello Red & Yellow team

I just want to thank you and the rest of the tutorial team for your incredible enthusiasm and effort in engaging with the Peace Parks Foundation marketing project. The student pitches were of an extremely high standard. They are a credit to you, your team and the structure of your course. Remember that this was a 'live' project and a genuine brief so the issues that they tackled were very real. Indeed, we are even in discussion as to how we can implement many of the ideas that were presented. All of this serves to show, that you are creating something very special with your course. I sincerely hope that we get to work together again – maybe we could even run a similar project together next year? Thank you again for everything. It has been a pleasure working with you all!

Best wishes,

Damian Horner – Peace Parks Foundation client

The average **annual salary** for an entry position was **R 206 638**



Our Net Promoter Score is an excellent

69%



More feedback from clients.

It was amazing to work with such young, talented and creative people. Almost a dream come true to allow others to review our baby and to make some suggestions on how to grow, nurture and make it even bigger. Thank you very much for all your hard work and dedication. It was certainly noticeable.

Furthermore we saw this as a way for us to provide three creative agencies with a brief, some problems, opportunities and broad ideas and to give them an opportunity to pitch for our work.

The designs and creative work was amazing. It really resonated with us. The level of detail put into logo and colour redesigns, website, app and Instagram filters as well as the time spent on photo shoots, video edits, surveys and the eventual presentation was really appreciated.

Well done to all of you. You will all be an asset to any future roles you get involved with. To that point, we would really like to ask you to reach out to us should you seek some advice, internships or a cool place to volunteer some work. We might reach out to some of you with the view of tapping your brains and ideas a bit further.

– Walker Bay Outdoor Festival clients

4

A **Work Placement Learning module** in all of our programmes. Otherwise known as an unpaid internship, this comprises a two - or three-week dedicated period (depending on the programme) for which students are coached by faculty to obtain their own work placement and industry mentor. The industry mentor gives guided feedback to the mentee and the school.

5

Industry Showcases: Our graduates create and curate their own body of work (creative or strategic) to display online and at an annual showcase of their work to which industry representatives are invited.



Industry Showcase

6

Coaching and team work to **develop uniquely human skills**, such as empathy, adaptability, stress management, deadline fitness and conflict resolution.

7

An **extensive industry network**, including creative directors, agency heads, business owners and leaders, hiring managers and HR practitioners. Because of this industry network we had **32 industry masterclasses on campus in 2021**, from the likes of Paul Raphaely (Nomu), Stina van Rooyen (Kantar Research), David Rosenstein (Neuralsense), Mzamo Masito (Google), Mike Abel (M&C Saatchi Abel), Aude Gandon (Nestle Global CMO), Kay Carmichael (Trigger Fish), Gillian Rightford (AdTherapy), Hugo Chichava (Nando's), Greig Jansen (Pura Soda) and Jason Harrison (Co-Founder & Chief Operating Officer | M&C Saatchi Group)



Jason Harrison talk

8

Participating in local and international competitions such as the D&AD New Blood, The One Club, Loeries and Pendering awards. In 2021 Red & Yellow was ranked as the top school by the Pendering awards and won the overall student award with a campaign named 'Ichebetyu Goes A Long Way', an integrated campaign that plays off the insight that South Africans can make that last bit of Sunlight Laundry Soap last a very long time.



OUR GRADUATES

The 2021 graduates were enrolled in:



Higher Certificate in **Graphic Design**



Higher Certificate in **Creating Digital Content**



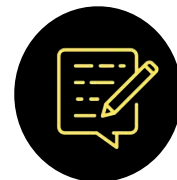
Bachelor of Arts in **Visual Communication**



Advanced Diploma in **Marketing and Advertising Communications**



Advanced Diploma in **User-Centered Design**

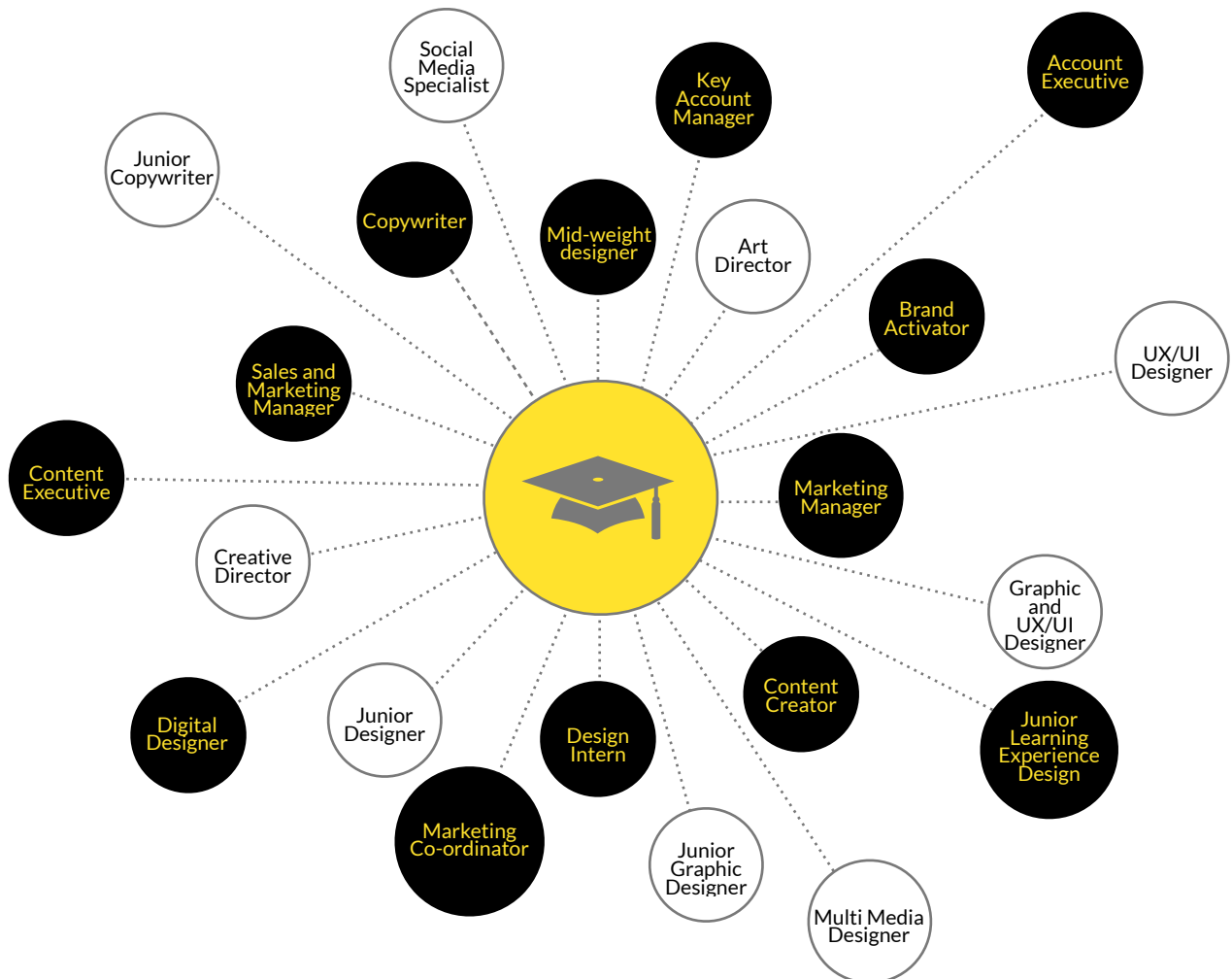


Advanced Diploma in **Copywriting**

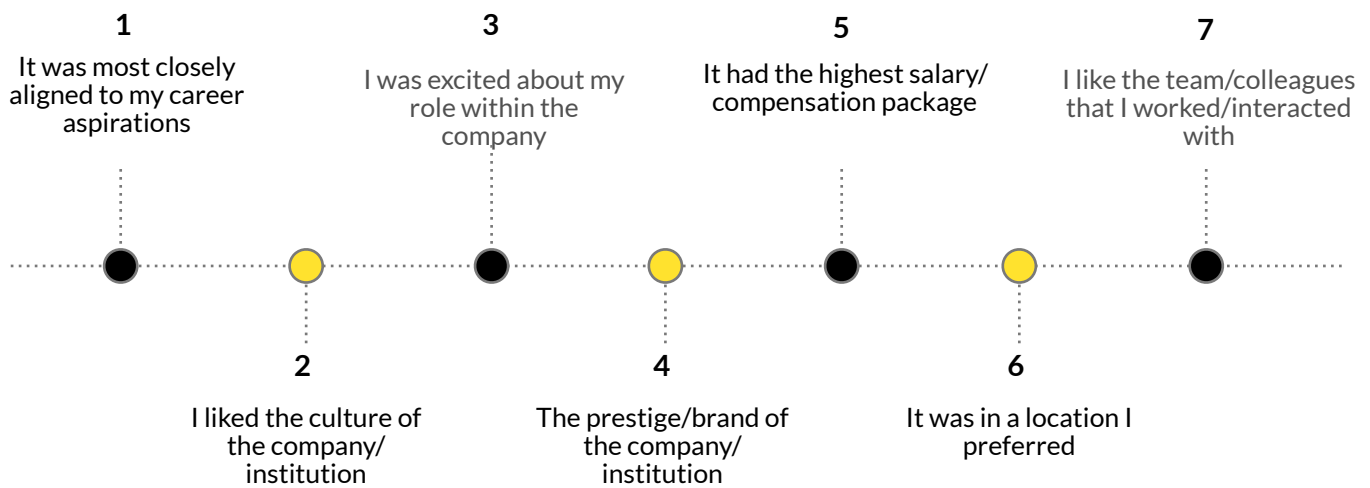
Where are our 2021 graduates working?



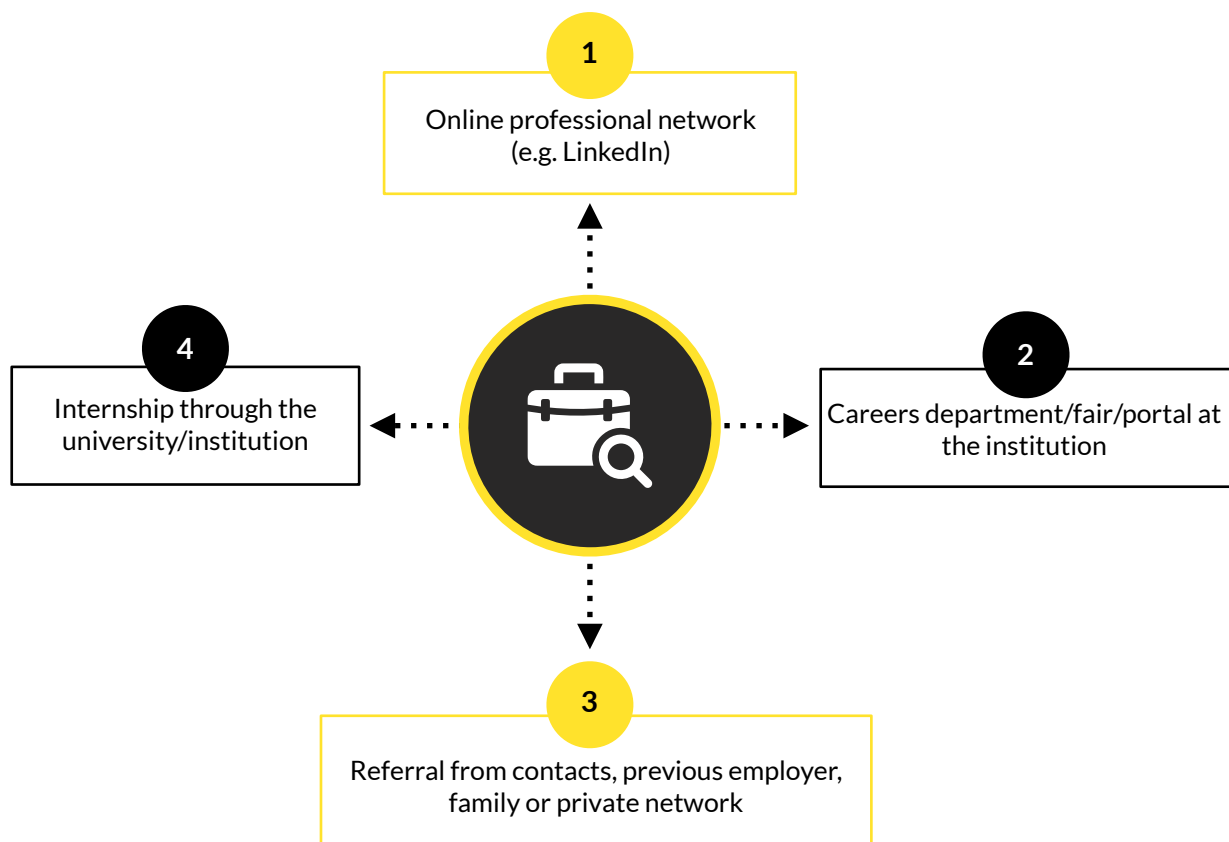
What are our 2021 graduates doing 6 months on?



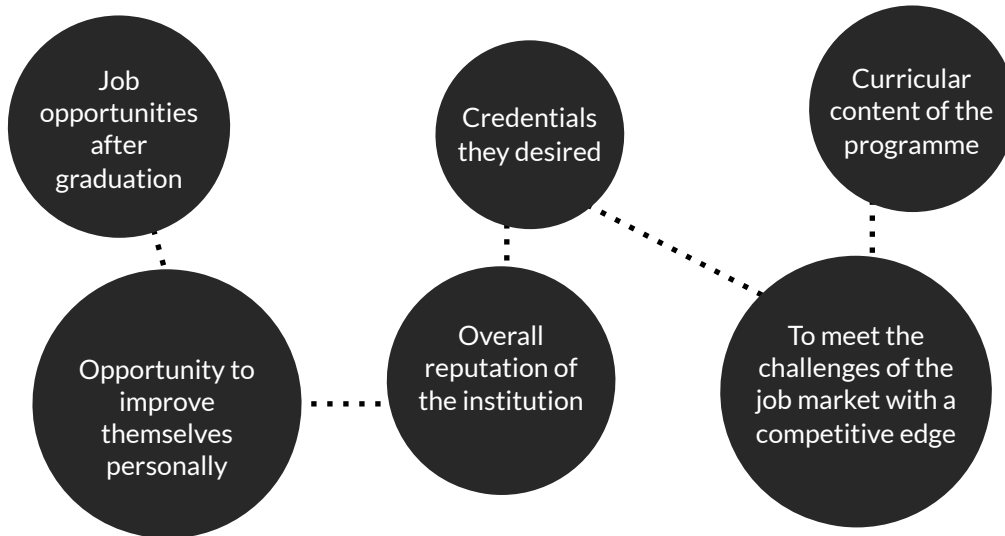
The top reasons why our **graduates** selected their **current job/role**:



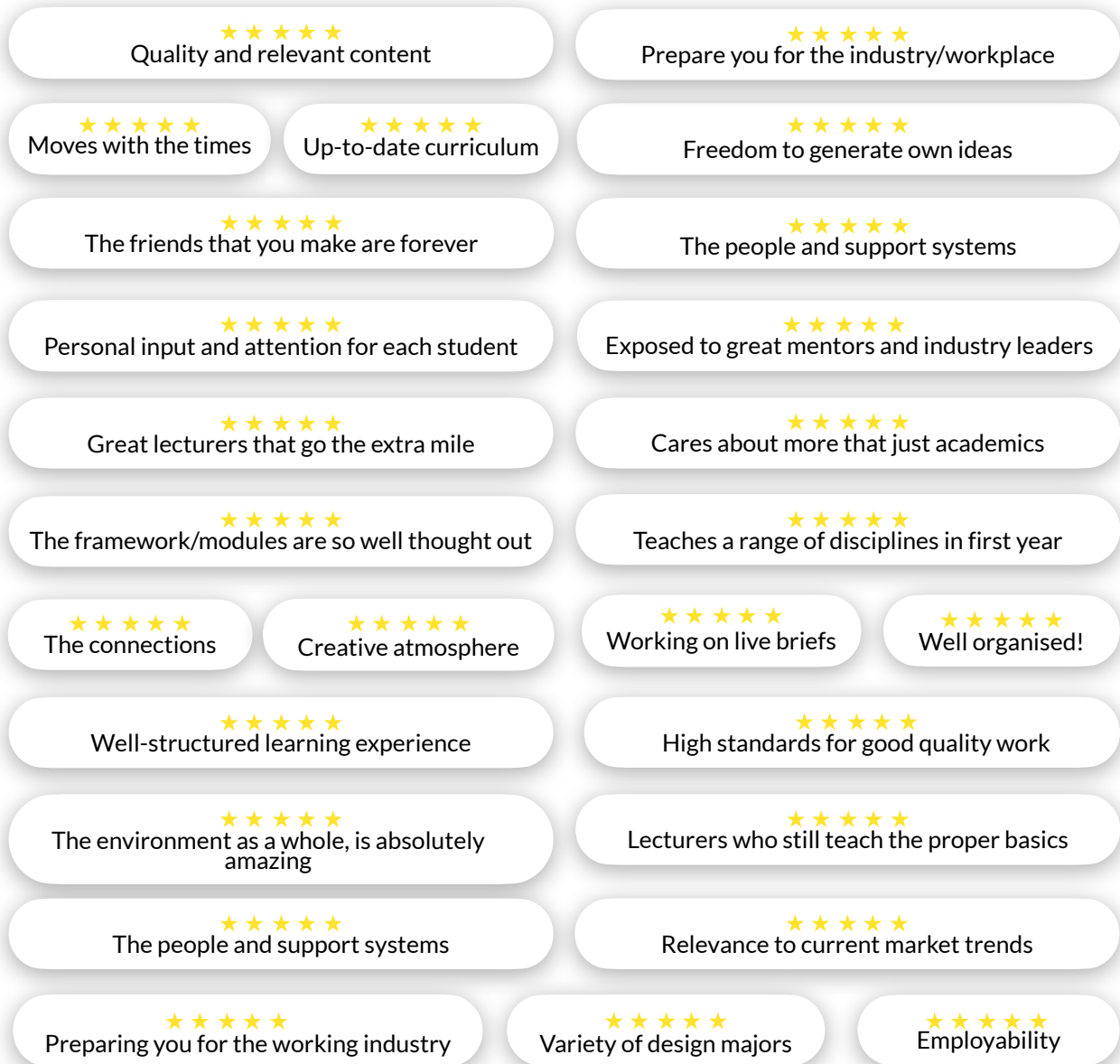
4 top ways in which our **graduates** found their **current jobs**:



The top reasons why our graduates chose to study at Red & Yellow:

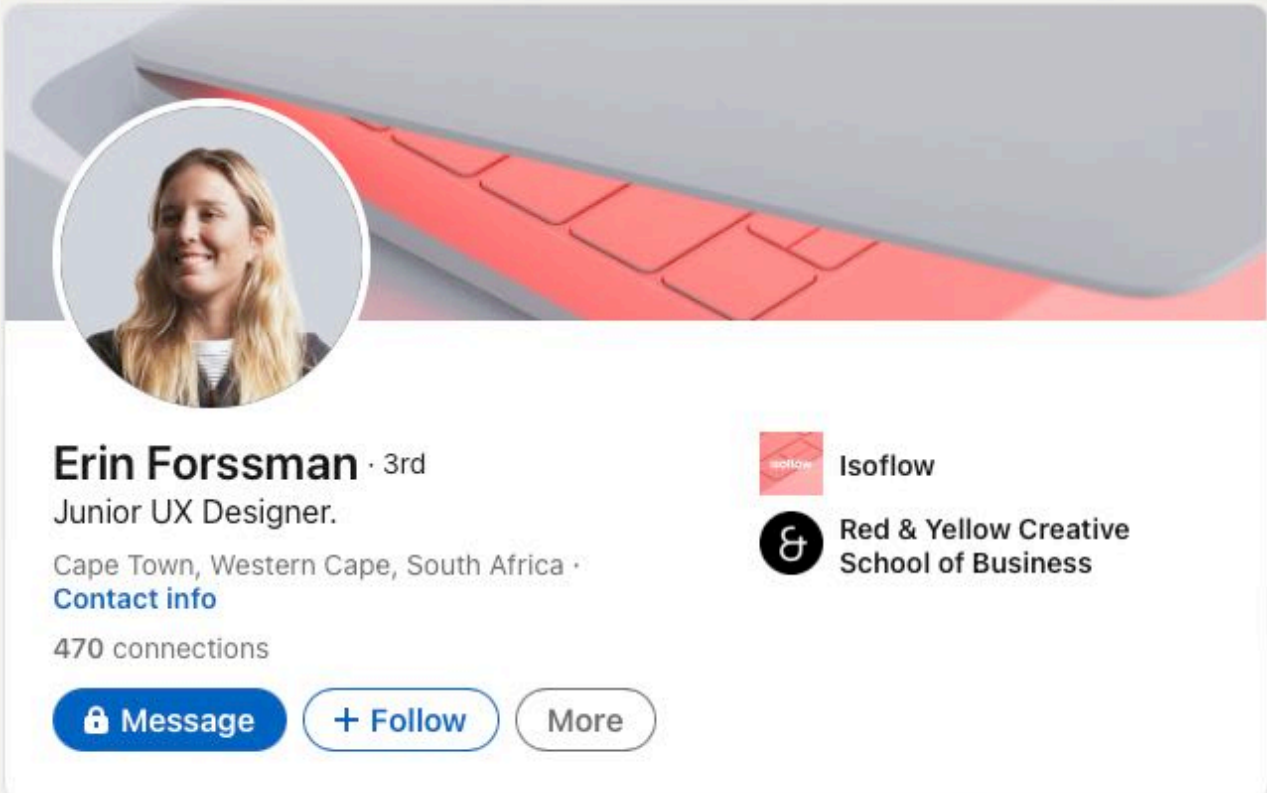


What the graduates appreciated about their time at Red & Yellow:





A dream come true:

The following is an excerpt from talented 2021 Advanced Diploma in User Centered Design graduate Erin Forssman to her lecturer, Dean Henning:




Erin Forssman · 3rd
Junior UX Designer.
Cape Town, Western Cape, South Africa · [Contact info](#)
470 connections

[Message](#) [+ Follow](#) [More](#)

 Isoflow
 Red & Yellow Creative School of Business


"I hope you are well and have had a good start to 2022. At the end of last year I was approached by Isoflow and my plans of moving to the UK were canned, fortunately! I recently found out that you put my name forward to Isoflow. I would just like to say the biggest thank you, I appreciate it so much!

I am absolutely loving working at Isoflow, the people, the culture and the work we do leaves me lost for words. I love the fact that I am able to combine both my finance knowledge with design as well. My role is very creative and I spend a lot of time workshopping, wire framing and building out platforms. I heard this morning that we are giving a brief to your Red&Yellow UCD students and I was beyond stoked!



 64 4 comments



Chalk and Cheese:

The following is an excerpt from talented 2021 Advanced Diploma in Marketing & Advertising Communications graduate Victoria Arthur.



Victoria Arthur · 2nd
Optimist & Creative | Digital Strategist
City of Cape Town, Western Cape, South Africa · [Contact info](#)
500+ connections

 M&C Saatchi Abel
 Red & Yellow Creative School of Business

  Tayla Verreyne and Effiel Gumbochuma are mutual connections

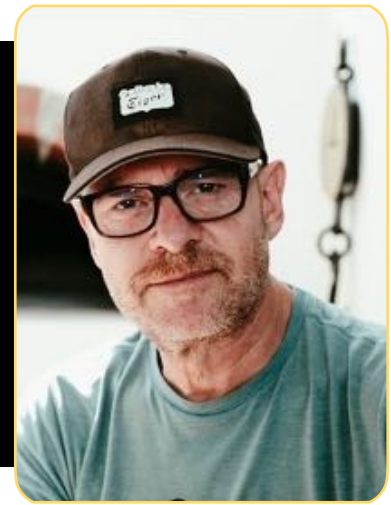
[Connect](#) [Message](#) [More](#)

"It's been really incredible to see, especially at this time of year having been officially graduated for just over a year, just how many of the people I went to Red & Yellow with are celebrating their one-year anniversaries or promotions and new roles, largely within companies that they completed their work placed learning it. Every time I open LinkedIn there is someone else from Red & Yellow celebrating. Someone like Megan who went to Kalium for WPL is thriving there now. And then I look at my own journey within M&C.

I met the people from M&C, and built the confidence and connections, from within Red & Yellow. I built the confidence to apply for a role at M&C and the fact that I went to Red & Yellow really stood out. It even came up in my interview when I was applying for the job. There are an additional 3 people who did work placed learning here at M&C and then ended up getting jobs straight out of MAC into M&C. But it's not just the work place learning, but also from the networks and connections you make, from the various clients we worked on and projects we did. For example, after doing a project on Pura Soda, Emma Leslie went on to work with them. I look at Engage Video Group and how many of our classmates have ended up there. So what really stands out to me is how direct the relationship is between employability and Red & Yellow is, more so than any other place The network you get from Red & Yellow is unmatched - from anywhere else in the world in my opinion. One last thing, the other thing I think is incredible, are how well it prepares you. The practical skills you get from Red & Yellow are amazing. I have noticed such a difference between those who have gone to other schools and other colleges versus the practical and people skills I developed at Red & Yellow, as well as the knowledge of the industry. It is chalk and cheese between other colleges which is really awesome. It is a really important thing"

We are grateful to our faculty who take a personal interest in their students future success, and to our graduates who enthusiastically remain involved with the school.

Content Creation: yes, it is a viable career choice by Craig Strydom, Senior Lecturer and Programme Coordinator, Advanced Diploma in Copywriting and Higher Certificate: Creating Digital Content.



Content Creation, despite how ubiquitous it might seem as a category, is still in its infancy. Successful content creation graduates will still have to choose between building out social media for their own brands with the potential of leveraging their worth for other brands as either influencers or brand ambassadors, or utilizing their skills to build out social media strategies for brands that are not their own, just as a copywriter or art director would in a traditional agency set up.

What cannot be disputed, however, is the rise of a new 'content creator economy' that did not exist 10 years ago. This largely untapped realm of the 'webiverse' is growing year by year. A cursory job search on www.indeed.com alone (at the time of writing) brings up job descriptions such as Social Media Content Creator, Social Media Marketing and Content Creator, Community Brand Manager, Brand Designer, Digital Content Creator, Blog Writer, Visual Content Creator, SEO Content Creator, and SEO Specialist, to mention but a few. Add to that a myriad of peripheral jobs in support of content creation such as video editor, photographer, videographer, and more.



The big question, of course, is how does this translate into employability? According to www.grabjobs.co, the top four most in-demand skills in SA are Software Development, Sales, Business Management, and Information Technology. Coming in at 9 is Marketing. Despite being lower down on the totem pole, this is encouraging.

According to www.grabjobs.co, marketing is “a valuable skill set that is always in demand, firms throughout South Africa look for candidates with the marketing tools necessary, like analysing demographics and promoting products, services, and ideas to audiences.” The article goes on to say that with the loosening of pandemic restrictions throughout the continent, there is likely to be an increase in growth for well-paying marketing jobs – especially in big cities like Cape Town, Johannesburg, and Pretoria.

It is important to note that industries within the marketing category include technology, retail/wholesale, hospitality, and tourism, and specific job titles include SEO Specialist, Digital Marketing Manager, and Marketing Editor, all of which live comfortably in the Red & Yellow Creating Digital Content (CDC) realm.

At Red & Yellow we follow trends in the labour market closely using tools such as LinkedIn Talent insights, to ensure that we developed and offer programmes in the realms of Marketing, Design and Communications that meet the changing needs of the African and global industries.

2021 saw the launch of our Red & Yellow Connect Platform

connect.redandyellow.co.za brings the current student, alumni and industry together by providing access to the following:

- A running feed of alumni updates, interesting content, photos and conversations.
- A full opt-in directory of alumni and students, allowing you to connect with our R&Y community around the world.
- A mentorship program, giving you the opportunity to be mentored by others or offer mentorship to fellow alumni/students.
- A job board with current opportunities, posted by R&Y, alumni, students recruiters and strategic partners.
- Group conversations allowing you to engage at a more granular level with those with the same class, interests, careers, industries, locations as you.
- Events posted by alumni, students and R&Y, inviting you to upcoming events, encouraging pop-up engagement, coffee meetings around the world, webinars hosted by subject matter experts within our networks, and other organic engagement opportunities created for and by you.



R&Y CONNECT

How do you meet our graduates?

Contact our Department Managers, *Tisa Kapwata* and *Su Little* (tisa.kawata@redandyellow.co.za and su.little@redandyellow.co.za) to sign up as a workplace learner to schedule a masterclass at the school or to submit a brief to the curriculum committee.

Contact talent@redandyellow.co.za with your R&Y alumni recruitment needs, from graduates to C-Suite, and we'll connect you with 27 years' worth of talent

Sign up on connect.redandyellow.co.za if you are a R&Y alumnus.

(*The statistics in the report are based on a survey response of 65%, or 99 out of 153 of our 2021 alumni completed the survey)