

MEDIA RELEASE

6 September 2021

Rachael is nurturing the future of Aussie designers

This year's World Teachers' Day focuses on educational practitioners being at the heart of the education recovery. One teacher who has seen her industry go from strength-to-strength during the pandemic is SAE Creative Media Institute's Design and Interactive Technologies Program Committee Chair, Rachael Shea. During Rachael's varied design career across Australia and Europe, she has seen the industry evolve from predominantly print, to virtual reality opportunities and beyond. For the past five years at SAE, Rachael has relished the opportunity to shape future creatives, by imparting her own knowledge so students can unlock the value of their designs and ideas.

"Watching our graduates land great jobs at places like Billabong and Adidas is awesome. I like the teams I work with, at both a campus level and across the country, and the opportunities to collaborate with our campuses abroad on student projects," Rachael commented.

With over 90 percent of graphic designers around the world now freelance, Rachael feels she has a duty to educate her students on their worth to future clients.

"Getting the chance to share my knowledge with students on where the value is for clients is really important. This includes how they can promote themselves in the marketplace in order to get paid what they're worth, and how they present their work professionally in order to inspire confidence.

During the COVID-19 pandemic, Rachael adds that there has been a shift in the way she teaches. "We now have a much bigger focus on teaching online, and the kinds of activities that are best done in this environment - the collaborative project with our students in Dubai is a good example of that."

Before SAE, Rachael explains that one of her most fulfilling projects was working as a freelancer for corporate energy consultants.

"I enjoyed working on the United Nations Climate Change Conference in Paris in 2015. I was really proud of what I did there. When the work matches your values, it can be really rewarding on so many levels."



ANIMATION

AUDIO
& MUSICCREATIVE
INDUSTRIES

DESIGN



FILM



GAMES

WEB &
MOBILE

With the World Economic Forum publishing in its Future of Jobs report last year that creativity, originality and initiative will be key in the evolution of the jobs market for 2020-2025, Rachael believes it's an exciting time to be a graphic designer.

“Speaking to colleagues in the industry, there's a big demand now for anyone with digital communication skills. There are a lot of exciting changes happening, and lots of opportunities for designers. As design is such a broad field you can work in any industry or specialise as a design consultant.

“For me, design is about ideas, and so we teach students how to come up with creative and targeted solutions and then how to implement them. Creative thinking and ideation now have a very high value attached to them. Whether you're a startup or a big corporate, the stories that you can tell through design are critical to business success.”

SAE Creative Media Institute understands creators, and through teachers like Rachael, provides its students with the experience, skills, equipment and connections to succeed in the industry. Find out more at sae.edu.au.

For more information:

Barry de Silva, National Communications Manager

Phone: 0498 004 023

Email: b.desilva@sae.edu

Imagery



ANIMATION



AUDIO
& MUSIC



CREATIVE
INDUSTRIES



DESIGN



FILM



GAMES



WEB &
MOBILE



About SAE

SAE Creative Media Institute is the place for creatives and innovators. Since 1976 we've been the leaders in creative media education across animation, audio, creative industries, design, film, games, web and mobile. Every year, we support more than 10,000 students globally to develop the skills and experience needed to carve successful careers. Students enjoy access to the latest technology and are taught by industry-experienced faculty, while putting their skills to the test in small class environments. Our graduates become part of a highly-respected global community of creatives that's been around for over 40 years. We pride ourselves on being technically explorative, transformative and brave through our range of creative media programs, from short courses and professional training through to bachelor and postgraduate degrees. In Australia, our programs are delivered at campuses in Sydney, Brisbane, Byron Bay, Melbourne, Perth and Adelaide. SAE is a part of Navitas Pty Ltd. More information about SAE is available at sae.edu.au.

About Navitas

Navitas is a proud Australian company that pioneered an innovative university partnership model of education in Perth in 1994. Its entities have delivered education programs across the country since 1976. Further information about Navitas Pty Ltd is available at navitas.com.



ANIMATION

AUDIO
& MUSICCREATIVE
INDUSTRIES

DESIGN



FILM



GAMES

WEB &
MOBILE