



MEDIA RELEASE

February 25, 2010

Raffles College postgraduate a master of her own design

In today's cut-throat world of design, simply having a glowing resume is not enough to break in to your dream job.

For recent Raffles College of Design and Commerce master's graduate Sasha Kos that couldn't be truer.

The Slovenian national arrived in Australia three years ago with her suitcases full of high-end European design experience. But she found the reality of looking for a job in Sydney without a degree qualification was bleak.

"It is a perception thing," Sasha says. "Employers, and even other designers, seem to not take you seriously sometimes when you don't have that bit of paper. Now that I have my Master of Design degree I feel I'm more professional."

While things are still testing – Sasha says the global economic downturn is still affecting her job prospects – she feels Raffles College's three-semester post-graduate degree has put her on a higher pedestal.

"It definitely adds a bonus to my CV. It places me as a professional in this business," she says.

"Coupled with my work experience and life experience I believe now I have that right balance of professionalism and practical know-how employers are looking for."

Sasha recently joined two recruitment agencies and is confident of realising her career goal of working for a firm who service acknowledged clients around Australia and internationally.

In September 2008 she founded her own company Northbird. It's a design firm specialising in branding and marketing communications. Sasha said the experience gained from her Master of Design at Raffles College has been invaluable.

"It has expanded my social aspect of design. I'm now able to bring to my company a point-of-view that is not just pretty but also meaningful too."

Sasha also found the standards required for distinction marks were set at a very high level. She was happily surprised to find it an institution where things weren't made easy.



“I had to quit some freelance projects I had going to better my marks,” she says. “You don’t benefit from a course if you are scraping pass marks and I was used to high distinction grades. It was challenging and, in the end, very rewarding.”

Being new to Australia, the Master’s degree also helped Sasha to adapt to her new country. “People do things differently all over the world so through the course I was hoping to gain an insight into what makes Australia’s design industry tick,” she says.

“I feel now I have a good grasp of things here, on a psychological and sociological level.”

Raffles College is an accredited higher education provider which means it can offer its own Master’s Degrees.

As one of Australia’s leading design institutions, Raffles College of Design and Commerce is the first private higher education provider to have its own Master of Design degree accredited. It also now has a Master of Commerce degree – another first for a private college.

The Master of Design, developed in response to demand from graduates and industry, features four specialisations: digital media, fashion design, graphic design and interior design.

The Master of Commerce has six majors available to its students: design management, finance, hospitality, management, marketing and tourism.

For more information and images contact:

Sue Nelson, Quick Thinking Communications, 0403 343 275, sue@qtcommunications.com or Coral Cooksley, Marketing Manager, 02 9922 4278, coralcooksley@raffles.edu.au