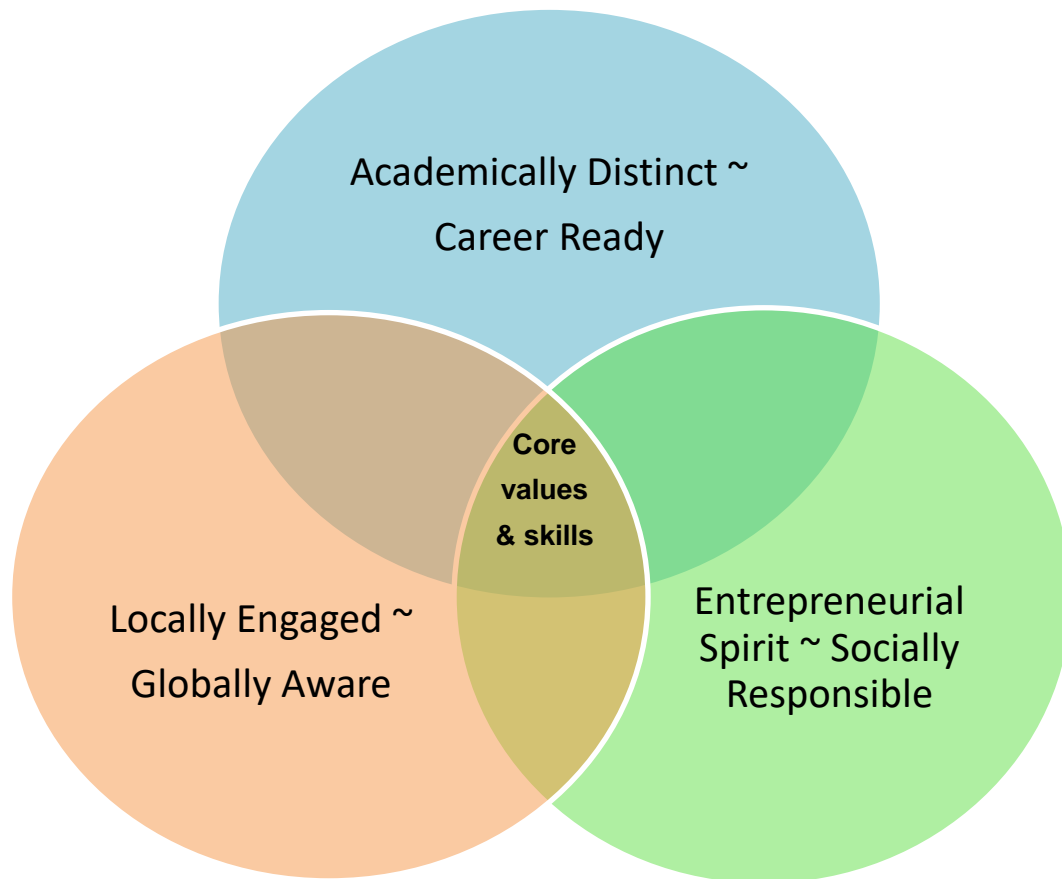


FIGURE 1: THE UON GRADUATE IDENTITY MODEL



To clarify each cluster and to create a deeper understanding of the Graduate Identity cluster titles, a set of descriptors have been developed. In acknowledgement that the Graduate Identity clusters may be used by the UON to market its student employability differentiation, each set of statements firstly indicates the environment the UON offers its students to support development in each Graduate Identity cluster. Secondly, two statements present, at a high level, the specific composites of the UON Graduate Identity reflecting each point of balance in the cluster.

The Graduate Identity cluster descriptors are listed in Table 1.