



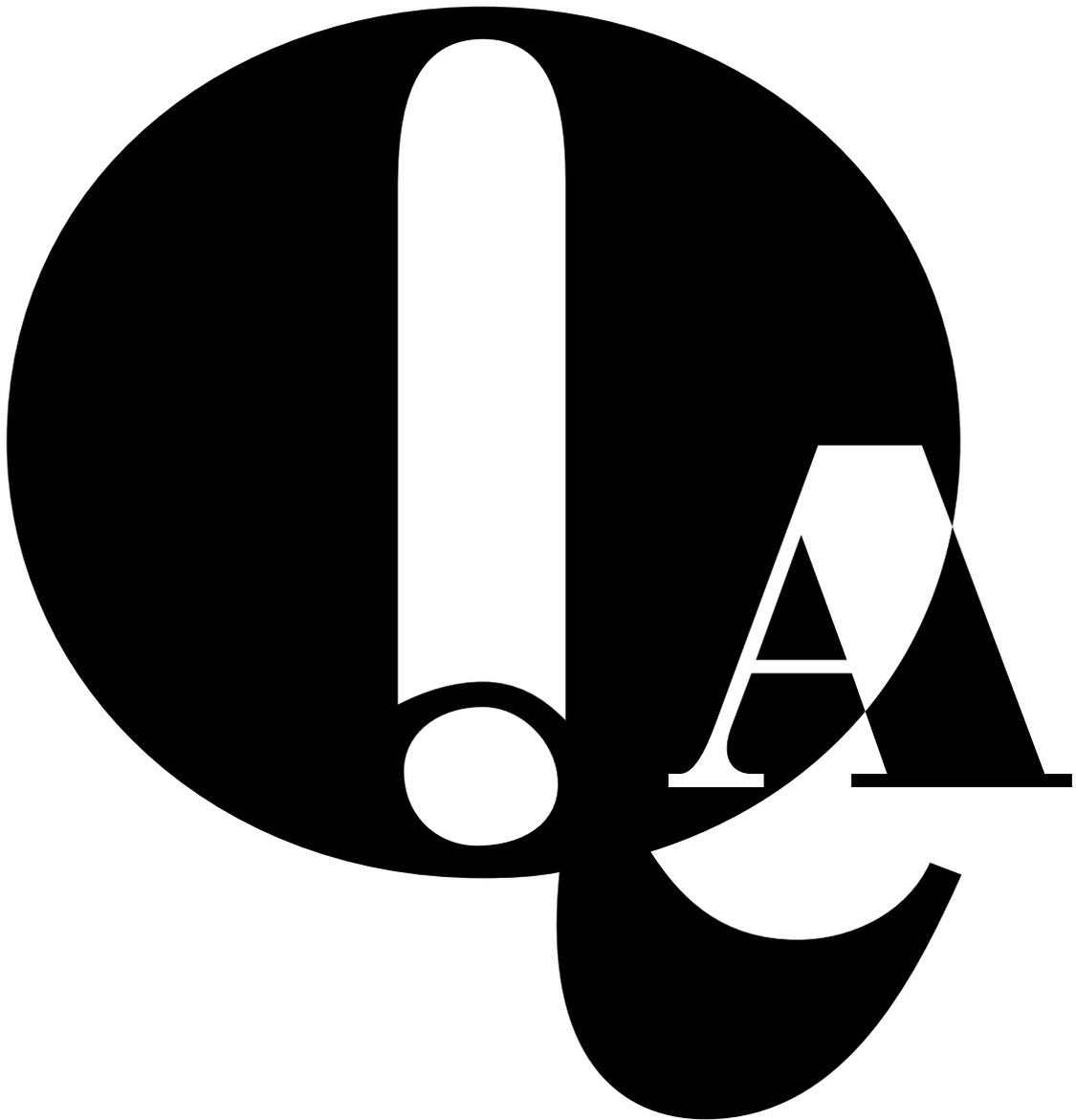
**Art & Design Education Resource Guide
Survey of Career Advisers and Teachers**

November 2013

SURVEY RESULTS

Published May 2014

**ART ∞
DESIGN
EDUCATION
RESOURCE GUIDE
2014**





The Survey

In November 2013 DGi Media conducted a survey of secondary schools across Australia to ascertain what career advisers and teachers think of the Art & Design Education Resource Guide (ADERG), Australia's only guide dedicated to creative arts courses offered at tertiary institutions.

The survey had one main aim; to ascertain whether, in an age that has taken to the internet with zeal, the current format is still the best fit for purpose. At the heart is the question of whether such a reference in book form still has a place to promote creative arts in general and which career advisers, teachers and students will use.

As the ADERG format has been welcomed for over three decades, how does the internet compare to store and provide access to relevant information?

Members of the new breed of marketing managers have immersed themselves in social media (they ignore it at their peril), and some are convinced that books don't access their target markets like Facebook, Twitter, YouTube, internet search engines, website advertising and so on.

There are some simple facts to be considered. The internet is best at bite-sized information. All manner of information fights for recognition. It's like looking through a thousand keyholes and hoping you're going to see the whole world in minute detail. That's not what it's good at. Searching the internet takes time; lots of it.

One of a book's best attributes is that everything is contained between the covers. You know where it starts and finishes. The content is organised; you don't miss anything. You can flick through hundreds of pictures in an instant; or you can methodically work your way through it to find what to study, and where to study.

Some numbers

In November 2013 DGi Media conducted a survey of secondary schools across Australia to ascertain what career advisers and teachers think of the Art & Design Education Resource Guide (ADERG).

There were **2,858** schools in our mailing list in 2012 to receive a free copy of ADERG. The free copies are addressed to the Careers Adviser.

We emailed **2,246** of these schools with information about the ADERG survey. Of these, **240** responded (10.7%).

In this survey, the average number of students in their final year was **126**. If that is extrapolated across the **2,921** schools that will receive a free copy of ADERG 2014, the potential audience is **368,046** students.

In addition to secondary schools, we have about **5,000** people on our mailing list, about **1,200** of whom we know to be at secondary schools (Career Advisers, Teachers, School Libraries).

Therefore our emails are currently sent to over **7,000** people

In addition to Careers Advisers, extra copies of ADERG are bought by principals, teachers, libraries and resource centres. We also have retail sales through major newsagents, mainly in metropolitan areas.

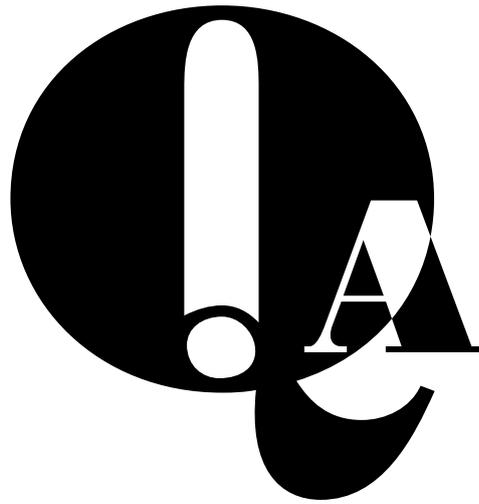
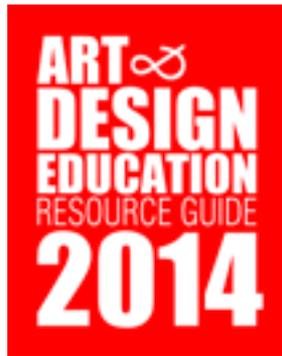
Who is the competition?

While tertiary institutions are, to some extent, in competition with each other, the creative arts subjects are in competition with other subjects for the attention of students. As such, it is up to us all to promote the creative arts.

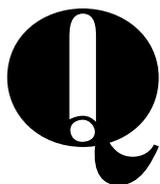
ADERG has promoted the creative arts for thirty-two years. In the early years of ADERG, we dealt with Senior Lecturers and Heads of Departments, most of whom saw value in promoting the creative arts as a whole. Nowadays we deal almost exclusively with marketing people whose focus, naturally, is on the institution they work for. But let's not forget that when students search for a course of study, they don't know all of what's out there, probably aren't aware of many of their options, and in many cases don't have a good idea of all the courses on offer. That's why ADERG hits the spot; it's comprehensive, and the graduate showcase pages are a honeypot for students.

Career Advisers and Teachers have greater confidence in recommending creative arts in large measure because ADERG provides a respected catalogue of opportunities. Let us not forget that Career Advisers deal with the complete range of career options, and the creative arts are probably not their strong suit, so they need all the help they can get.

While every institution has its own website, there isn't a career adviser, teacher or student who has the time and the patience to systematically visit every institution's website. To make things harder, all of the institution websites are constructed differently, so finding your way requires time and patience. ADERG in book form is a shortcut to knowing the full picture.



THE SURVEY RESULTS



How do you rate ADERG overall?

> As a source of relevant information on creative subjects



96% of respondents give ADERG 4 or 5 stars.

> As a source of relevant information for career advisers



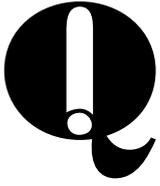
90% of respondents give ADERG 4 or 5 stars.

> As a source of relevant information for students



93% of respondents give ADERG 4 or 5 stars.

Career Advisers and teachers give ADERG very high marks and are very aware of the publication's position as the premier source of information on creative arts courses at Universities, TAFE and private colleges.



**Which sections do you find interesting and useful?
Check all that apply**

Graduate showcase colour pages (the pictures of graduate work)



83%

Directory of courses



91%

Website links in the Directory section



63%

Course Selection Charts



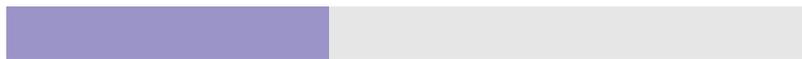
73%

Course Admission Procedures



66%

Professional weblinks

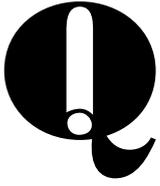


40%

The most popular sections are the directory (course information) and the graduate showcase pages. There is no doubt that students feel drawn to the images of graduate work. Creativity is all about making things imagined into something tangible.

To maximise the exposure of graduate work, we devised the 'mosaic' pages that combine almost half of each edition's pictures into concentrated examples that they can aspire to.

The colour pictures inform students about courses they may not have considered or even been aware existed.



Which of the Art & Design Education Resource Guide components do you find useful? Check all that apply

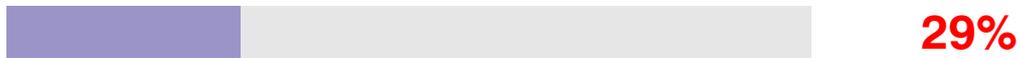
The annual print edition of ADERG (the book)



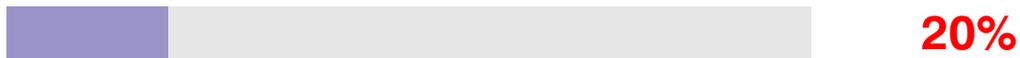
ADERG Course Guide - free online eBook of the directory



ADERG Open Days - free online eBook



ADERG Graduate Exhibitions - free online eBook



Emails highlighting publication dates etc.



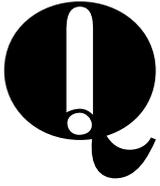
Email newsletters



These results confirm that the book itself is the main drawcard. The internet and social media have a place in your marketing programs, but the bedrock lies in a book that career advisers and teachers can keep on their shelves, with all the information in one place.

Books still have many advantages. They can be flicked through to gain a rapid appreciation of the subject matter, provide richer (and faster) serendipitous discoveries, shared more easily ... and can offer unparalleled comprehensive coverage.

The internet, while of great value, allows for bite-size and fleeting access to information, is unstructured, while the ADERG book holds all necessary information between its covers.



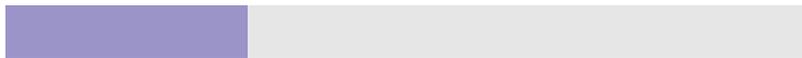
How do you use the Art & Design Design Education Resource Guide? Check all that apply

Use it as my primary reference for creative courses at tertiary institutions



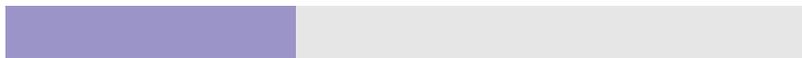
39%

Refer to it frequently



30%

Show it to students in a group



36%

Show it to students individually



55%

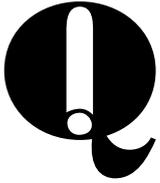
Lend my copy to students



48%

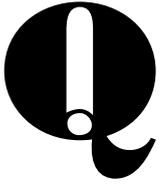
These figures show that the ADERG book provides a reliable shared focus for students searching for a course of study. Many students are not aware that so many courses exist, or the breadth of choice they have. They engage in a search once in their lifetime, whereas the career advisers and teachers do this every year, and it is they who can provide ADERG as a wayfinder.

ADERG is their guide, their reference, and their inspiration.



How many students (approximately) are in their final year at your school?

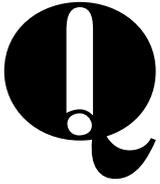
In this survey, the average number of students in their final year was **126**. If that is extrapolated across the 2,921 schools that will receive a free copy of ADERG 2014, the potential audience is 368,046 students.



How many of your students go on to tertiary study each year?

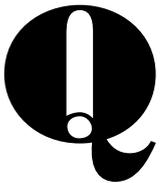
22% have **90%** and above.
43% have **80%** and above.
55% have **70%** and above.

The average of all respondents was **70%** of their students go on to tertiary study.



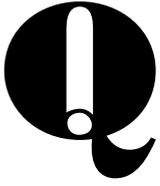
How many of your students go on to tertiary study each year, specifically to study creative arts?

The average of all respondents was **21%** of their students go on to tertiary study in the creative arts.

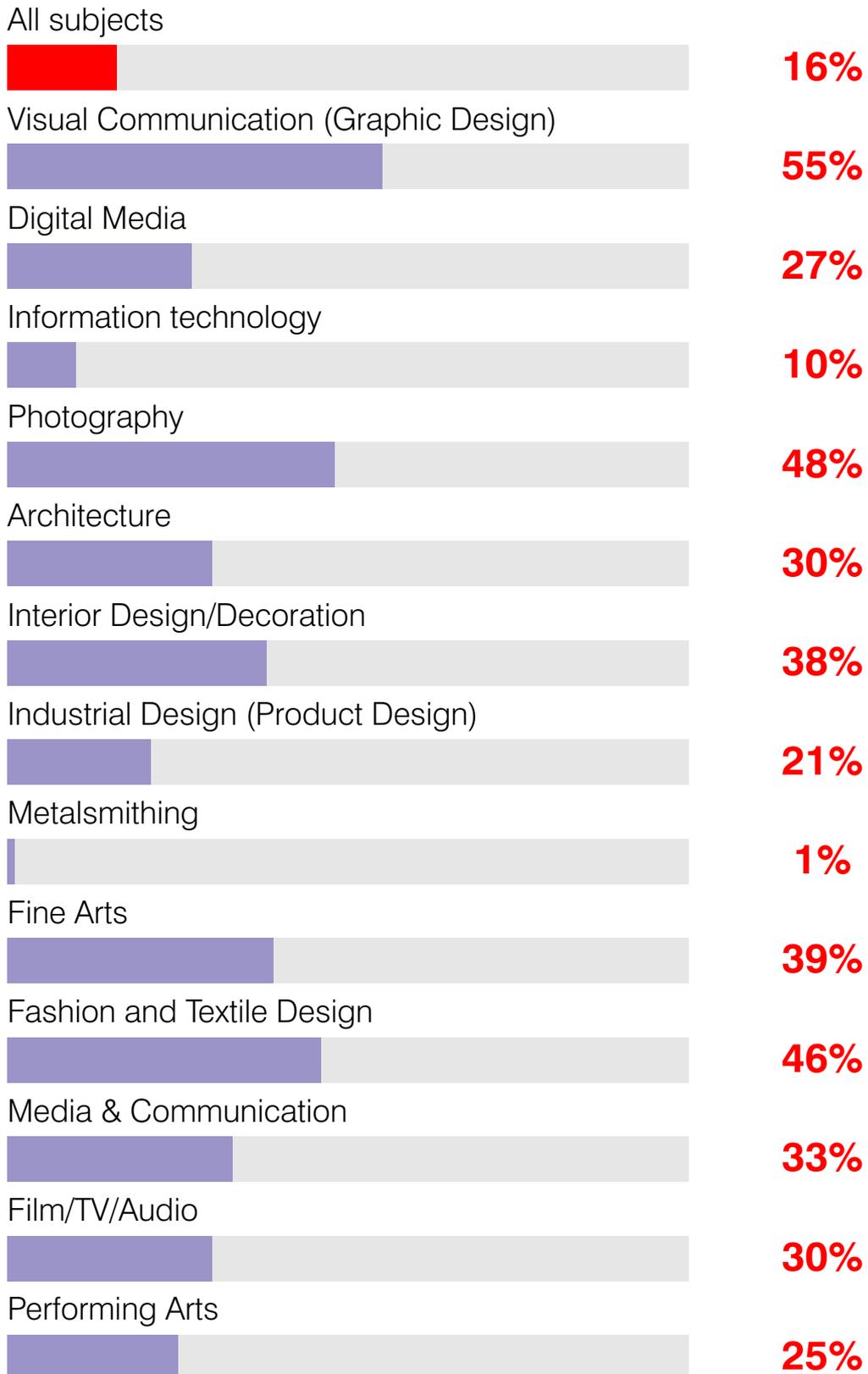


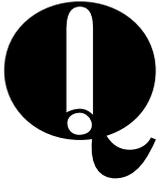
How many of your students would you show ADERG to each year?

ADERG is shown to an average of **52%** students.

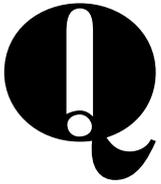
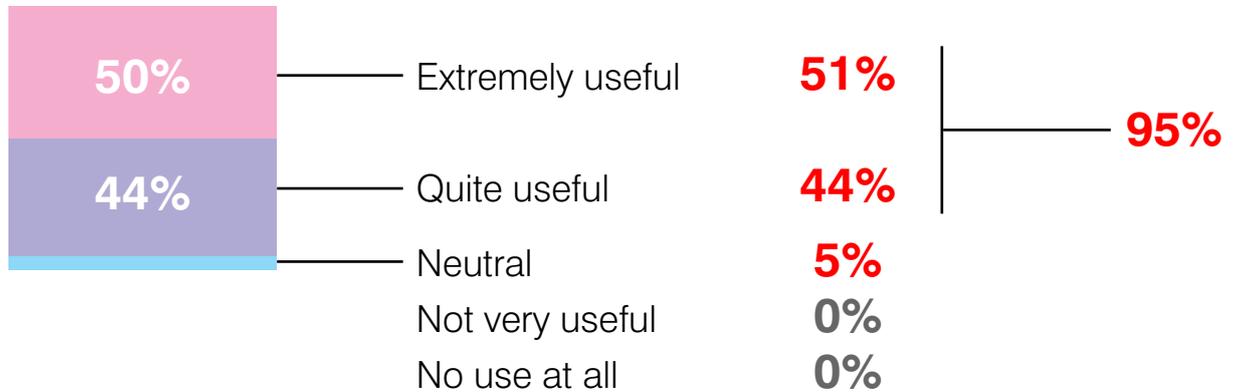


Which of the following subject groups are of interest to your students? Check all that apply

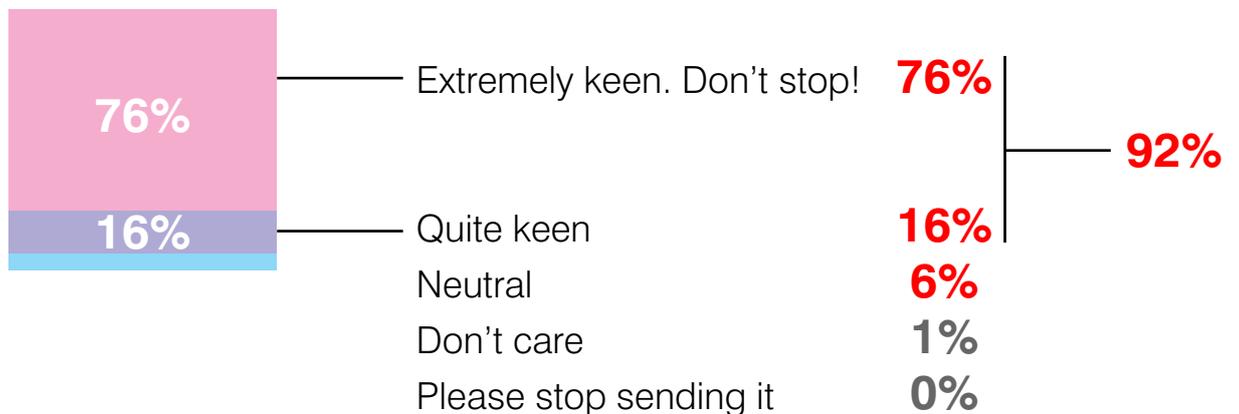




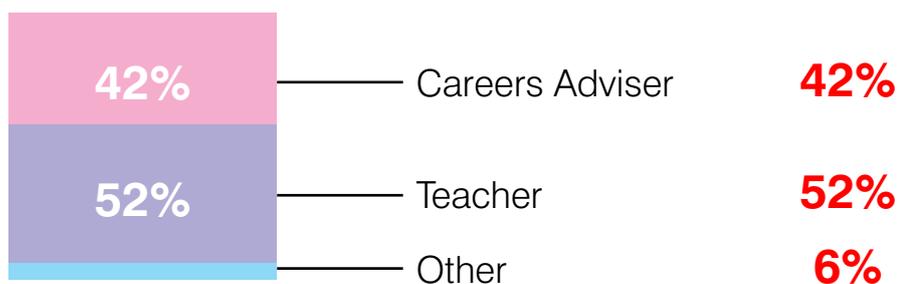
How useful is ADERG in informing your students of their options when looking for a courses of study?

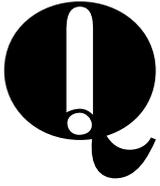


How keen are you that we should continue to publish the print edition of ADERG and send a copy to all school Careers Advisers each year?



Professions of respondents





If you are a teacher, of which subjects?

Visual Communication

Graphic Design

Advertising Design

Creative Arts and Technology

Digital media and Film

Animation

Information Technology

Art

Fine Art (painting, drawing, creative technologies)

Studio Arts

Visual Arts

Photography

Design Technology

Architectural product

Textiles

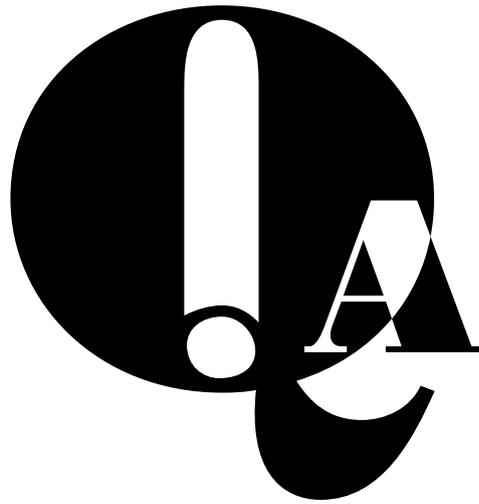
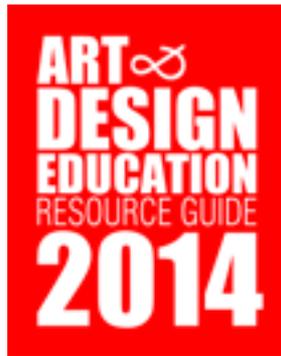
Food Technology

Drama

Performing Arts

Video production

Business and Vocational Education



MAY WE QUOTE YOU?

In their own words ...
what Career Advisers and Teachers think of the
Art & Education Resource Guide, whether they prefer it to
internet-based resources and whether they want it
to continue in its current form.

Q

Please let us have your comments on the publication. You may wish to highlight things you particularly like, dislike or would like to see improved.

A

I use the resource myself as well as lend it to students, AND show it to students individually and in groups. I don't think it needs improvement.

Please DON'T remove the colour examples of work.

.....
 Maybe have a section which gives students an idea about their suitability to the course and possible career pathways after the course is complete. Student testimonies about how valuable/relevant the course was.

.....
The publication is really the best guide available. It is visually exciting and up-to-date. ADERG is used constanly by Visual Arts teachers for ideas as well as informing students about creative careers. All insitutions need a minimal listing in the book (even if they have not contributed money towards the cost) as the book is used as a reliable directory. **Well done! This is a quality publication.**

.....
Students like to see examples of student work in the various subject areas - more stimulating for them - visual examples provide a 'hook' for further research.

.....
This book is an invaluable teaching tool ... thank you. It's at the front of my classroom and referred to most days. Since getting it I have noticed an increase in students taking arts courses. Love the layout, images and info.

.....
 The book is well set out, clear, concise and most informative. **It opens students eyes to the range of options available to them** and stops them from getting bogged down on one idea alone

.....
 Of course, it becomes more important to senior students as the end of the year approaches!

.....
 Love that fact that it is big, bold and glossy. **A great showcase.**

.....
I really love it the way it is!

.....
 It is a great resource in its current form. It is very informative and the **first stop for students looking to pursue a career in the arts.**

A

An excellent publication and a most useful source of info for Arts/Design students. **Don't change a thing.**

.....
Like the strong visuals, quality printing, **student focus from individual institutions**, subject offerings and articles All excellent info.

.....
Have used it in my teaching for over 20 years. Also good for students to take home and show/discuss options with parents.

.....
I think it is a wonderful book with lots of great information for students and it is also a beautiful book and to have the visuals of the work is wonderful for students.

.....
It is informative and inspiring at the same time. Hardcopy makes for easy access and allows discussion with students too.

.....
It's great. Just make the cover creative and eye catching.

.....
Its a fantastic resource.

.....
Great layout. Easy to use.

.....
Visually, the publication is excellent. The students are inspired by the work of students in particular fields. They find it easy to read/navigate. It is informative without being overloaded with too much information.

.....
In general, I think it is an excellent publication. It is comprehensive, beautifully published and contains relevant, up-to-date information.

I hope this survey is not a precursor to ADERG's demise in the printed form. There's a good chance if I received it in electronic format only, that I would go "click delete".

.....
I appreciate a hard copy - its easy to show around and it allows for browsing to occur.

.....
I find the resource very helpful and by the end of each year it is looking very worn.

.....
This is a fantastic publication and as Head of Visual and Performing Arts in a large Senior Secondary College in Tasmania it is an essential resource for all students, but especially those who are preparing to apply and move to the mainland to further their education at Universities interstate.

A

The publication is excellent and covers all aspects for students wishing to pursue careers in design. There was no space above to say how many students in lower years I show it to when helping them decide on whether or not take my subject or others offered at the school.

.....
It's great having a hard copy and easy to access! School networks have problems and at times the network is down.

.....
I like looking at the products that your students produce. It allows my students to get a starting point with their work.

.....
 Being new to the position of Careers Adviser, **I have found your book very useful.** It is well set out and the colour makes it more interesting for those who look at it.

.....
I love the glossy colour all up. The contemporary nature of the work is very important as teaching does not allow us to keep up with the very latest ideas.

.....
Love the photo examples and course information. Look forward to seeing the continuation of this very valuable resource.

.....
More pictures to illustrate work of students.

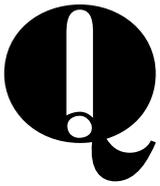
.....
It is extremely useful. We live in SA which only has a few offerings, all of which are good, but we are isolated. I have students who have applied interstate in order to refine their skills at more specialised institutions. **It is a fantastic resource to share with students. DONT STOP.**

.....
It is an amazing resource with lots of visuals, very user friendly great for kids. It is used as a classroom resource.

Q

We have to justify why tertiary institutions should support ADERG each year, as it is only with their support that we can produce and send you the book annually. Do you have anything you would like us to pass on to the marketing departments of tertiary institutions to encourage them to continue supporting ADERG?

Continued on next page ...



We have to justify why tertiary institutions should support ADERG each year, as it is only with their support that we can produce and send you the book annually. Do you have anything you would like us to pass on to the marketing departments of tertiary institutions to encourage them to continue supporting ADERG?



It is very specific to creative arts so **it is a one-stop shop** for students interested in all creative areas.

.....
This publication provides a cross-section of courses across Australia as well as across the industry. It is sought after by not only our students but also the art faculty teachers as well who look at courses, what is currently being undertaken as well as examples of student's work. There isn't a comparison out there. We also get tired of looking at everything online and students do not always have access to computers to review and discuss courses etc.

.....
 It's is a one-stop shop where students and their art teachers/career counsellors can compare and evaluate which course is best for them. Tertiary institutions should be grateful to ADERG for advertising their creative arts courses to their target audience. **In my opinion, it is advertising dollars well spent.**

.....
 If institutions want to attract quality students they need a reasonably high profile. **This publication is used constantly as a reference** by Creative Arts, Technology Teachers and Career Advisers. ADERG has earned its reputation as a reliable and innovative reference.

.....
 You might remind them that their **photographic displays are very engaging** and act as a stimulus to check out the details of the course/s. There is too much info online and if they have something specific to research from the printed version of ADERG, this proves more effective.

.....
It is a VERY useful tool to show students the array of courses and study areas actually available to them.

.....
 The clientele are visual learners. The only way to effectively reach them is through a visual means. This book allows students to choose courses that will suit them. Prior to receiving it in our school, I only had one or two students a year continuing on with a creative arts subject. Because they can both read and SEE what the courses offer, they are far more inclined to pursue that career.

This publication has changed the way the students see the arts, its no longer a fun craft, but a viable, vibrant career choice.

A

.....
Students have more faith in the ADERG publication as they see industry specific pamphlets as merely marketing tools which do not compare and contrast courses in the same way done by ADERG publications. They appreciate having so much variety under one cover and it simplifies their search for the “right” place for them.

.....
This publication is a great marketing tool for all the institutions in it. Students are attracted by its appearance and it makes them much more likely to search out courses which suit them.

.....
 It is a **vital link** to the importance and relevance of the arts in a community that is more and more reliant on visual language and creative thinking.

.....
This is the best piece of advertising tertiary institutions do, especially for rural students who have limited access to see what individual institutions offer in the Arts/Design fields.

.....
 Our marketing director continues to support this marketing request and **it remains the ONLY national print /magazine publisher / promotion in Arts area approved / funded by our institute.** This offers a national perspective & tertiary directory and is critical info for school leavers and tertiary marketing tool . **Keep it going please.**

.....
This is the best compendium produced in Australia and they collectively should support it.

.....
This is a beautiful book with a wealth of information for artistic students. It provides useful and necessary information for students considering this area as a career, not to mention the work they see in the book that is produced by students.

.....
We need to encourage the arts and a publication like this does.

.....
 Many students in Years 10 and 11 look at the ADERG Guide and start to list courses and Institutions to look into further. It is a valuable resource for my students.

.....
You are crazy not to do this. More examples of student projects please with links to the colleges.

.....

A

They need to be far more ‘friendly’ and open to secondary students, they are their future after all!!! Some institutions make it very hard for secondary students to even have a look around at their facilities etc, and certain lecturers find it beneath them to talk to students.

.....
It is a great all-in reference and really held students who get an idea of what is available to study, especially for country students who cannot always undertake visits and tours.

.....
 High school students who are unsure of what pathway to take, find the Showcase of Graduate work **so inspiring that they spend a considerable amount of time going through the publication**, becoming well informed as to what is out there in terms of further study in the creative or performance arts. Many of them have returned more than once to view the publication and have made their decisions based on what they’ve seen and read.

.....
Having all of the information in the one spot actually allows students to see the breath of options and opportunity available in the creative areas.

.....
 Despite one or two institutions coming out to visit our country school, **this publication is the only document that offers the whole range of opportunities in the design areas**. It highlights courses that some students have never heard of and become very interested in. This can only be good for the institutions.

.....
The students love looking through the catalogue and selecting what they would like to study and where.

.....
It directly helps young people.

.....
 Students sometimes need visuals to be able to get an idea what things are about and your book certainly does this and more. **It puts everything the students need in one place.**

.....
Thanks for the great resource.

.....
Students are still interested in the paper version/hard copy when it comes to institutions “selling” their information.

.....
This book is exciting to students who are working toward tertiary study. It broadens their horizons regarding the number and location of the institutions. It gives them first hand knowledge about the variety of courses with visual representation to inspire them. There seems to be nothing else out there that does that for us.

A

.....
 It is integral for students in the arts to be able to **access with ease** the avenues that are available to them in tertiary study.

This is one of the best marketing resources I have seen. For country students who find it hard to attend Tertiary open days, this is the second best thing.

It is really important to be able to share your skills and expertise with others, especially prospective students. **It is not possible to go to all of the Open Days or Graduate exhibitions in order to be able to make informed choices.**

The book is advertising the colleges. Why do you need to justify yourselves for giving them your support?

Thousands of students per year use the book to decide their futures.

Are the Universities afraid of the comparison?

This book is my first reference to any creative career question.

For country students we always need info on accommodation options and possible scholarships to assist with relocation and course costs.

This is an extremely valuable resource that I have used for years. The beauty of it is that it has all the art and design courses all in one handy, easy-to-navigate publication



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