

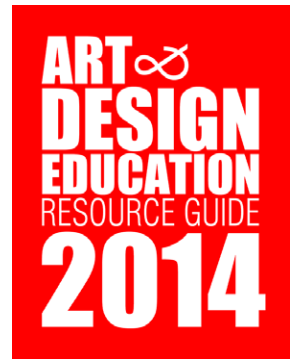
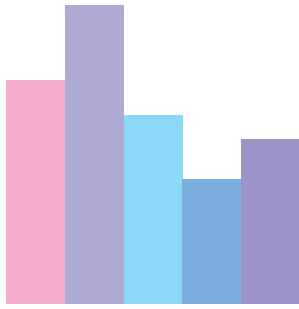
**TOO GOOD FOR WORDS?
YOU DON'T SAY!
WELL, ACTUALLY, WE DO
SAY. READ ON ...**

Revealing news! Career Advisers and Teachers across Australia speak up for the Art & Design Education Resource Guide in what can only be described as blatant support for the codex format ... usually known as a 'book'.

**Art & Design Education Resource Guide
Survey of Career Advisers and Teachers
October 2014**

SURVEY RESULTS

Published October 2014



The Survey

This year we conducted a short survey focussing on how useful the Art & Design Education Resource (ADERG) is to Career Advisers and Teachers, and whether the book format is still the best format for the guide.

This latter point is crucial if we are to evaluate ADERG against other media such as the internet and social media.

We believe that the hype surrounding digital media can cloud our vision of how good a book really is: how much information a book can contain, how easy it is to access the information, and how much faster it is that browsing the internet.

One of the most important aspects of looking for information is knowing how much there is to find. Is that all there is? Have I overlooked anything important?

The most frequent comment we have is that the information is 'all in one place'. So, whatever else you put into your marketing mix, it's a good idea to cover the baseline with the premier and industry-standard reference for what and where to study for creative courses at Australian tertiary institutions.



Colin Wood
Publisher

Art & Design Education Resource Guide

DG International Media

ABN 93 088 896 155

P: 03 9777 3055

F: 03 9755 1155

www.dgdesignnetwork.com.au

cwood@dgdesignnetwork.com.au

WHO RESPONDED?

The respondents to the survey were:

Career Advisers	69%
Teachers	31%

A BOOK?

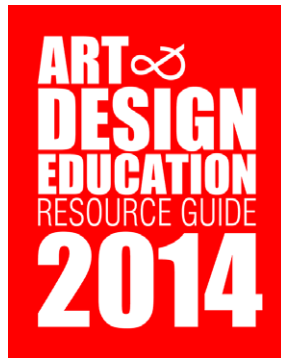
How keen are you that we continue to publish ADERG in BOOK form?

Extremely keen. Don't stop!	73.6%
Quite keen	20.7%
Neutral	3.4%
Don't care	2.3%
Total of 'Extremely keen' and 'Quite keen'	94.3%

HOW USEFUL IS IT?

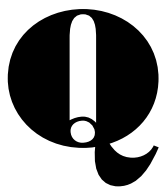
How useful is ADERG in informing your students of their options when looking for a course of study?

Extremely useful	57.5%
Quite useful	35.6%
Neutral	6.9%
No use at all	0%
Total of 'Extremely useful' and 'Quite useful'	93.1%



WHAT ELSE DID THEY SAY?

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 book form.



Do you have any comments you would like us to pass on to the universities and colleges?



THEY LIKE IT!

I think it is a wonderful publication!

Fantastic resource.

I love the book and so do my students. It looks fantastic and gives students (and their parents) a wonderful overview of courses and institutes beautifully presented.

Keep advertising this way.

Thanks for the information and please keep it up!

ALL IN ONE PLACE

To have all the information in one book is extremely valuable for Careers Advisers especially! It is great to have the various AQF levels of courses too! Having the hard copy makes it easier to discuss options in interviews with both students and parents.

Keep up the provision of info- it is easier to use all in one place.

It is invaluable to have all courses from a range of tertiary options together in the one location. The information presented is succinct and easy to access, especially for visual learners!! It is also extremely helpful to have the photos of students work, so that the potential students can see the standard they are heading towards.

Great to have all the courses in one book.

Be a part of this. It helps us enormously having this information together in one publication.

The guide gives students a clearer, visual idea of what can be studied at the various organisations - in the ONE place.

A

So great to have 1 resource with it all. Art students tend to be visual and a book format is very appealing.

Great to have a one stop 'shop'; a book for all courses in this area.

GET NOTICED

This is the first time that I have seen this book and I thought it was a fabulous tool to assist the students potential career choices. I learnt of private institutions that I had not known existed before.

BETTER THAN THE INTERNET

The book is user friendly and easy to access. Believe it or not, it is quicker than accessing the Net!

The book is great and versatile and easy to look through as compared to the internet where you don't know exactly what or where to look and thus may miss information. The book is easy to use. Keep the book.

ENCOURAGES STUDENT INTEREST

Always good for teachers to have available in the classroom for students to look at during the year.

Its great to have a themed publication clearly targeting our visual arts students.

I found the publication very comprehensive and beautifully illustrated for a young audience. Thankyou.

It is great publication. Very inspiring to students.

Students like the opportunity to browse through a book that covers a wide range of courses and gives a feel for the variety of styles.

The book gives students a 'real' idea of what can be studied at the various organisations with samples of student work etc. displayed.

Our students love this book - keen Art/Design students can spend long periods pouring over it to help them decide where they might continue on to further studies.

A

This book is an excellent sample of what students can do after school. It is very visual. I give it to students all the time. It helps them see what is offering outside school.

It is very comprehensive and useful to the few in my school who have required information on this area.

The information in this book provides an excellent reference and an interesting starting point for students to access information. It tends to encourage them to feel more confident and to look at websites and other resources from tertiary providers.

Lots of images for each course give Students a better idea of the course (especially Design).

Thank you for your input to this exceptional book. Our students frequently use the book as inspiration and to find study options.

This is an essential resource for our students. The students spend much time reading the information and sharing their thoughts on the book.

PICTURES, PICTURES, PICTURES!

For the arts and design you need loads of pictures. visuals that are contemporary. It would be great to see the documentation of idea development.

The images are an excellent representation of the various courses available... this is sometimes difficult to convey to students who have preconceived ideas ... thanks I also like it just to look at ... and I often give it to disengaged students who are into drawing ... they always find a 'cool' image and are inspired to look for a career pathway ... at least for a short while.

I would like MORE PICS from each institution to show the differences between courses. And where are you, Monash?

Keep up the bright, colourful images that are eye-catching for the students.

Students access the book to research training opportunities but also look at all the work that students are undertaking and having published and they are motivated and encouraged to undertake their own designs through those printed in this excellent resource.

A

It is great to see the photos of student work, not just a written description of the courses. It really gives potential students an idea of what the course is about and, more importantly, the expectations. This helps to 'weed out' students who have a borderline interest in the area. For example a student who has an idea that they would like to do graphic design, but does not actually draw or design anything outside of school sees what they actually have to do.

It is really great for students to see the student work as it helps them make decisions about which uni will suit them best.

The displays of student work are fantastic. 'Where are they now' features would also be great.

It is important to showcase the outcomes of the design courses to both the student and parents. Many parents will not know what visual communication is or what doing a media course will produce. Once they see a visual they understand the courses much better.

THE PASS-ON VALUE

I also distribute copies to our Art and Design teachers who have them available to students in their class rooms where they can access the guide when looking at continuing with tertiary study in the Art Design areas. In addition I regularly give my copy out to interested students who come in to the careers office.

I always pass the information on to the Media class and teacher.

I pass this publication on to our Art faculty which makes use of this publication and helps raise awareness.

Students and their parents use hard copies/guides to help find courses before applying. ADERG is inspiring in its presentation and for the information it provides. I also give the previous year's copy to our Art Faculty for display purposes.

