

ART DESIGN EDUCATION RESOURCE GUIDE 2018

36th edition

The **number one** resource for students looking for a creative art or design course at a University, TAFE or Private college

2 FREE POSTERS INSIDE

Find a course in

Creative Arts

Universities + Higher Ed
TAFE, VET & Vocational
Private + Government

What to study
Where to study

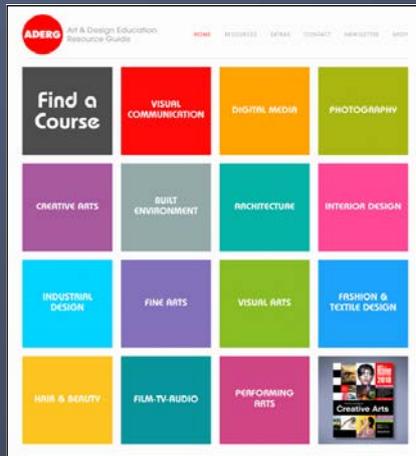
aderg.com.au

WE ASKED CAREER ADVISERS AND TEACHERS ABOUT ADERG ... HERE'S WHAT THEY SAID



In November 2018 we surveyed Career Advisers and Teachers to update ourselves on:

- 1 - How they use the ADERG book in general
- 2 - How they use it in relation to social media and online media in general.



Here is a selection of responses we received from Careers Advisers and Teachers.

Some of the responses confirmed our long-held beliefs while others showed that ADERG is truly integrated into the course selection process.

The results may encourage more universities and colleges to actively participate in ADERG.

We hope so!

Not by numbers alone ...

Numbers tell you how many ...
but how many what? And do the numbers
mean what you think they mean?

The proliferation of courses promoted by
social media and other forms of digital
marketing has become a serious hurdle to
navigate; serious brain clutter.

We do what publishers have done for
centuries; collect information, analyse it,
present it in an easily digestible format, and
then publish it.

The ADERG book is a starting point; a
baseline promotional medium that provides
a firm foundation upon which to build a
whole marketing program.

ADERG provides an easy-to-navigate starting
point which helps students identify likely
channels of enquiry on institutions' own
websites.

And, as we say, it's all in one place.

24/7/365

The ADERG book works in conjunction with digital media. While digital media are usually available 24/7, marketing messages are fleeting and quickly drowned out by the next wave.

The ADERG book has many qualities that online media do not. One of its main benefits is that it is a single annual volume that has a shelf life of at least a year.

The format makes browsing a breeze, with a lot of information neatly packed into a small space.

Do Careers Advisers and Teachers Like ADERG?

THEY SAY ...

We like the book as it all in one place.

I love ADERG.

Townsville Grammar School QLD

Great informative book which is comprehensive .

This is the first document we show them.

Patrician Brothers College VIC

We would be lost without it!

We have a very successful Visual Art / Design faculty with many talented students who want to continue post school. The guide is great because everything they need is in the book/online to help make decisions about future study. Everything being in 1 book means that students can easily compare and also broaden their options.

Such a USEFUL resource!!!!

Nirimba Education Precinct NSW

A wonderful resource ...

We would be lost without it! It's the perfect starting point for student-based research.

Fantastic ...

Loxton High School SA

It's a fabulous publication ...

Such a USEFUL resource!!!!

It's so handy to have it to refer to, It's quick and all in the one place. I just use the book and the students love the glossy print nature of it ... they're creatives so they appreciated print media.

All Saints' College WA

Great for my creative arts students. They all use it. :)

The Cathedral School QLD

It is an excellent collection of options and opportunities across Australia.

Hillcrest Christian College QLD

I display the single copy. Its large cover booth grabs students' attention and mine in case a casual enquiry comes up from a student. Secondly the display cover gets good promotional space in front of students. My students borrow the single copy , find points of interest, then go to those online. The large format text is an excellent starting point.

Scone High School NSW

Do Careers Advisers and Teachers Like ADERG?

WE SAY ...

We try very hard to make ADERG attractive, enticing, informative and relevant.

Every year we receive enquiries about when the next edition will be published.

Careers Advisers and Teachers know it is published in the middle of each year, and are sometimes so keen to see the next edition that they seek reassurance.

Fantastic and easily accessible reference to be able to show students options available.

Wollongong High School of the Performing Arts NSW

Highly valuable.

Ocean Reef WA

ADERG is the first stop ...

Danebank - An Anglican School for Girls NSW

It's a fabulous publication ...

Swansea High School NSW

A wonderful resource to search for creative art/design courses over a variety of institutions.

Sydney Distance Education High School NSW

How is the book used?

THEY SAY ...

We like the book as it all in one place.

Students enjoy flicking through the pages.

I love ADERG. I use it to encourage my Art students to take a creative path during classes and subject selection evenings. The colourful and inviting layout never fails to motivate them to look through what is on offer.

Townsville Grammar School QLD

It is primarily used as a resource for senior students. Once we pinpoint who has a particular interest in the creative arts, we give them opportunities to look and discuss.

Kyneton Secondary College VIC

I use it as a Careers Adviser to increase my knowledge of the creative training institutions and courses out there and to give to students to borrow who are interested in a career in the Creative Industries. We like the book as it is all in one place.

Moree Secondary College NSW

When providing Careers counselling to individuals or small groups re creative industry careers and training pathways. It is particularly useful these days due to the increased relevance and desirability of students with creative minds and skills that transfer across industry. The book is so much easier to use and has greater resonance with students. The one stop shop concept is very effective and allows to springboard from it as more details are required.

Illawarra Sports High School NSW

Great for students to peruse when they are interested in creative arts jobs...a great resource.

Ryan Catholic College QLD

It is put out in the dedicated arts area at our school, and all Art Teachers are told when it arrives to use with students.

Northern Bay College VIC

I give it to students to look through and select courses to apply for.

Rouse Hill Anglican College NSW

How is the book used?

THEY SAY ...

One book can go a long way in a school; discussed in groups, passed around, loaned, shared, kept in a library. And after that, you still have the book.

I add ADERG to my resources in the school's 'Career Connection Corner' in our Library for senior students to peruse at their own leisure.

I still prefer to use hard-copy resources. I think students also prefer the ADERG hard-copy as ALL relevant Arts & Design courses are literally at their fingertips in the one place.

Orange High School NSW

I think it is an excellent resource and the students enjoy flicking through the pages. I leave in the art room where year 11 and 12 students have their classes. Art teachers also look through it to check for any changes.

Work and Further Education

Search for courses available. Also share it with our CAPA Department who think it is a great resource.

Oak Flats High School NSW

When I was a CA I had latest edition in my CA office - accessible to staff and students, lent to students who showed interest to take home and show parents. Give old copies to VA teacher for resource and display in room, inspiration and also library for students to view - sticker on to say latest version available from CA.

I love this book...Fantastic - inspiration for art projects as well as shows many careers paths. due to links to social media - takes students there. Without initial exposure to these many places options students would not know of their existence and know to explore on social media.

School Services, Department of Education NSW

We use ADERG as a reference book for those students who need to "see" what course are available and sit down with it (and their parents) as a ready reckoner. It saves hours of searching for appropriate courses and 100% of the time gives ideas of other courses or strands or career paths in the creative industries that the students hadn't thought of.

St Edward's Christian Brother's College NSW

As a reference source for 1:1 counselling.

St Paul's Anglican Grammar School VIC

How is the book used?

WE SAY ...

There is still something about a book that appeals over screen-based information.

With a book you know where it starts ... and where it will finish. That's comforting and reassuring.

With a screen ... well, it's never ending really.

We use the book to quickly and easily compare universities and colleges. Well presented, visually interesting, good snap shot of what each offer. Book is starting point to individual research.

Rutherglen High School VIC

We use it to familiarise students with possibly within arts careers. The art and graphics departments also collect back copies for references and samples of cutting edge graphics and design. At the moment we tend to only use the books.

Collie Senior High School WA

Use it for advising my students on courses and where they are. Living in a remote area, our students apply to universities all over Australia. This is my one stop shop. It sits in my art room and the kids flip through it and get ideas about where to go and find out about jobs and courses they didn't even know existed.

Book very valuable. A quick discussion starter. We lose power often so can't always get online, but when they can the kids look at the university sites.

Nhulunbuy High School NT

It is a one-stop-shop for our Art Faculty to use during course counselling with senior students. We would be lost without it! It's the perfect starting point for student-based research.

Loxton High School SA

I use it when counselling students looking at art/ design courses. We also keep copies in our arts/design classrooms for inspiration. It's a very valuable resource.

Rushworth P-12 College VIC

I check it out and then give it to the arts coordinator who displays it in the arts area

Careers Adviser SA

How is the book used?

THEY SAY ...

ADERG lends itself admirably to the showcasing of Creative Arts. It's has pictures, and lots of them.

There is no other career path that uses pictures in quite the same way.

Other callings lack the rich visual joy that Creative Arts embody by default.

As a resource personally but also as a 'coffee table' reference at a couple of selected times of the year. Lively, vibrant and colourful presentation is something students are attracted to and their curiosity gets them to pick it up.

Penola Catholic College VIC

I like to see what is available for my students and refer students to particular institutions in accordance with their interests and strengths.

Beaufort Secondary College VIC

I have it available in the classroom for students to look at. I draw attention to things I think will interest them and let them explore by themselves. Can be different needs whether junior students getting ideas/idea of further study to senior students actively looking for college courses. I also use when helping students explore during careers interviews. I have not used with social media, but I know students have accessed things.

Nathalia Secondary College VIC

I have it available in the classroom for students to look at. I draw attention to things I think will interest them and let them explore by themselves. Can be different needs whether junior students getting ideas/idea of further study to senior students actively looking for college courses.

I also use when helping students explore during careers interviews. I have not used with social media, but I know students have accessed things.

Nathalia Secondary College VIC

Great for my creative arts students. They all use it. :)
I use the book and website with students.

The Cathedral School QLD

I give it to my students to look for potential courses and as a way to refresh my own understanding of what is on offer. Students at our school are not allowed on social media during class time so having the guide is useful to help facilitate conversations about higher study.

Visual Art VIC

How is the book used?

THEY SAY ...

This is the first document we show them ...

It is easy to use and great to show parents in an interview.

To discuss the range of options available to students interested in a creative tertiary qualification and career pathway

I prefer to let students look through the book and then research their options online through the websites of various institutions that interest them. I ask them to guard against aggressive marketing techniques and to make their judgments based on research and visiting the places that interest them most.

Abbotsleigh Senior School NSW

ADERG is a highly useful resource used by our Arts Department each year. Our students who are considering or seriously considering a career in the Creative Arts, this is the first document we show them. In this digital age, to have information at our fingertips is highly valuable.

St Monica's College QLD

I use it to discuss tertiary options with students further afield than the local universities and schools.

Murray Bridge High School SA

Particularly with students that maybe thinking of studying interstate. I only refer to the book.

Brigidine College QLD

I use it with students who are interested in applying for courses in the creative arts; in my opinion & sadly, a much undervalued area of study. Young people are very familiar with social media and like to use it for all sorts of reasons, including researching courses and careers, however many still like the feel of a book in their hand and this starts from babyhood .

Corowa High School NSW

It is easy to use and great to show parents in an interview. I rarely use the internet with parents sitting there as it is hard to know which category to look under. Flicking through the book is always interesting and I can compare easily. I love the book and we keep the two previous years in the library as a copy for students to use.

Killarney Heights High School NSW

How is the book used?

THEY SAY ...

Our Visual Arts students love reading it.

A welcome resource that comes in handy when students who have artistic capacity need to reflect on possible post school pathways.

I use it in conjunction with VTAC CourseSearch and respective university websites to help students make connections.

I use it to discuss tertiary options with students further afield than the local universities and schools.

Emmanuel College - Notre Dame Campus VIC

Very resourceful for students to view.

Dandenong High School VIC

Used with senior students when researching art and design courses. Senior students browse to explore variety of work done across a range of institutions.

Penleigh and Essendon Grammar School VIC

It is available in my resource area for all of Years 10 - 12 to consult as needed. ADERG is the first stop to find out which provider(s) is/are appropriate to the student's need. They then use provider websites for more details information of course composition.

Danebank - An Anglican School for Girls NSW

It's a fabulous publication that sits outside my office on display. Its attractive cover draws students to take a look. Not many students in my school follow creative pathways, so It's important to spark their imagination.

The book is always on display as well as taken to careers lessons for students to use as a resource. It would be ideal to have 2 copies so I could leave one in the art room.

Swansea High School NSW

Use it to show available courses to students and our Visual Arts love reading it too. ADERG reinforces information, especially as students love and are so connected to social media.

Tumut High School NSW

ALL in one place

WE SAY ...

With a book you can flick through and cover a lot of ground quite quickly.

In fact, you can browse the entire Graduate Showcase in a few minutes and identify likely courses to follow up online.

It takes infinitely longer to cover as much ground using websites alone.

I use ADERG in Career lessons with Year 12. With Career interviews with Year 12 students. In meetings with senior students, it's much better having a hard physical copy to both look at and use.

Turrumurra High School NSW

It is inspiring for Art and design students who are tactile and love seeing work in print. Also handy to have one document that has all options listed. It is great to start with a print copy and then explore further online.

Belgrave Heights Christian School VIC

It is a one-stop-shop to share with students and parents.

The Southport School QLD

Loads of accurate and up to date info all in one place

I always use the hard copy as it is often quicker than searching online when you have lots of students waiting for info it is a quick go to resource and students like to take something away to discuss with parents so I lend it out often overnight only.

Firbank Grammar School VIC

I think students also prefer the ADERG hard-copy as ALL relevant Arts & Design courses are literally at their fingertips in the one place.

Orange High School NSW

Students really like the pictures

WE SAY ...

There is no doubt that the pictures in the Graduate Showcase and in the ADERG Online galleries are a honeypot of inspiration for students.

I find the photos of the student work in each of the areas really useful - to show students the differences between course and the kind of work done in each. Would love more photos from each course! I like to have one on my desk and one in each of the Library and the creative subject classrooms

Have not used as much online. The book is quick and easy! Can send it home with keen student to browse. Always keep previous year copies as less about the current course info than the pics!

Simonds Catholic College VIC

Well-designed publication, great images. I often use it as a resource to inspire students as well as to inform them of the many possibilities and options for a creative career.

Findon High School SA

The images are inspiring for students and reflect new careers and ways using creativity in the workforce. The book is a tangible that enables students to access ideas and courses that they may not have thought of - the online requires a more directed and assured knowledge of what career to investigate.

St Dominic's College NSW

Does online research replace the book?

WE SAY ...

A book and online activity are fundamentally different, each having their own set of benefits. One does not replace the other. The combination of the two is very powerful. It is quicker and more efficient to firstly browse the book. Then, having spotted some targets, visit the institution websites to delve deeper into what's on offer.

TOO MUCH!

Starting the search online, one is faced with so much information it is overwhelming and 'analysis paralysis' can set in.

I make sure our Arts department receives same. I think, sometimes, we all become online centric. A hard copy, particularly in the arts area, is always beneficial.

St Mary of the Angel Secondary College VIC

I use the ADERG book in a couple of different ways. It is openly displayed in the Careers Area of the Library for all students to look through. I also use it with Year 10 Career Type classes and again when counselling Year 10-12.

I use the hard copy only. The students use the online version but not social media in the school - barred.

O'Loughlin Catholic College NT

A wonderful resource to search for creative art/design courses over a variety of institutions. I only use the book; students might access the social media information.

Sydney Distance Education High School NSW

I only use the book; students might access the social media information.

Sydney Distance Education High School NSW

I think both are necessary. When I'm talking to students it is far easier to have the book with me and then encourage them to look at social media as well.

Townsville Grammar School QLD

There is value having an online version to access outside of school hours but I think initial research of courses lends itself to having the one hard-copy book to search through.

Orange High School NSW

It is a large format book with one stop access to different creative outlets and career options of study . Complements the research. Quick and easy to find rather than searching endless sites.

Lake Illawarra High School NSW

Does online research replace the book?

THEY SAY ...

I only refer to the book.

We don't use it in conjunction with social media as a school. Rather we use it in conjunction with our Careers Adviser who promotes it on the school website.

St Edward's Christian Brother's College NSW

Too many things online - it becomes confusing.

At the moment we tend to only use the books.

Collie Senior High School WA

To show students who are considering a vocation in Visual Arts the variety of courses available. Students are able to communicate their vocation within a school and to other students from neighbouring schools or past students who have moved to other locations.

Wellington High School NSW

I just had a parent borrow it for her daughter who attends another school. Her son brought it back a few days later - worked perfectly as a resource with all the information they sought.

Brighton Grammar VIC

Online can be hard to navigate at times as we all know and a hard copy resource is refreshingly easy. It can complement online and social media.

Brighton Grammar VIC

Book very valuable. A quick discussion starter. We lose power often so can't always get online, but when they can the kids look at the university sites.

Nhulunbuy High School NT

Handy to have both.

Careers Adviser SA

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Nathalia Secondary College VIC

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I use the book and website with students.

The Cathedral School QLD

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Belgrave Heights Christian School VIC

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St Monica's College QLD

Students at our school are not allowed on social media during class time so having the guide is useful to help facilitate conversations about higher study.

Visual Art VIC

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Brigidine College QLD

Young people are very familiar with social media and like to use it for all sorts of reasons, including researching courses and careers, however many still like the feel of a book in their hand and this starts from babyhood .

Corowa High School NSW

It is easy to use and great to show parents in an interview. I rarely use the internet with parents sitting there as it is hard to know which category to look under.

Killarney Heights High School NSW

Whenever I get one I keep it in the art studio as in our school students tend to go to teachers of subjects for specific information. It is so much easier to flick through the ADERG as a starting point rather than getting lost on websites. Tertiary institutions websites can be daunting to students especially country students like ours, the language doesn't make sense sometimes no matter how tech savvy they think they are!!

Renmark High School SA

Does online research replace the book?

THEY SAY ...

*Students at our school
are not allowed on
social media during
class time*

Reference for students and teachers

Hard copy book is readily accessible. The production is very stimulating.

Too many things online - it becomes confusing.

Shoalhaven High School NSW

ADERG is the first stop to find out which provider(s) is/are appropriate to the student's need. They then use provider websites for more details information of course composition.

Danebank - An Anglican School for Girls NSW

Opportunities they never knew existed

WE SAY ...

At a tertiary institution you are surrounded by all that your institution has to offer. It is sometimes hard to put yourself in a student's position; having a limited horizon of what's out there.

As the Careers Adviser, the publication is a great resource to use with students as it opens a flood of opportunities they never knew existed. Beautiful presentation and layout and also wonderful way to showcase young artists work!

Cranebrook High School NSW

Students with an interest in creative arts love working through the book, visual arts and photography students also use it to get ideas of what other students are doing - very motivating.

Evans High School NSW

Students find it very helpful to look through, as a stimulus for their own ideas, and a demonstration of possibilities. The book gives students ideas about what and where to search on the internet, and gives them a visual idea about what is available at different institutions.

Tamborine Mountain SHS QLD

It's a major resource in the Careers room that I direct all our creative students to in order to expand their knowledge of post school opportunities.

It broadens horizons, is a great source for interstate institutions. It provokes thought about what is possible.

Kincumber High School NSW



DG International Media Pty Ltd
PO Box 10
Ferry Creek
Victoria 3786 Australia
ABN 93 088 896 155

www.aderg.com.au
email@dgdesignnetwork.com.au
Telephone: 03 9755 3055
Facsimile: 03 9755 1155

The annual **Art & Design Education Resource Guide** contains valuable information for careers advisers, art/design teachers, librarians and students wishing to select a course of study at an Australian University, TAFE/VET or Private College.