

Advertising Design: AAS Degree Program Questionnaire: Spring 2004

1. What are your career goals? Did they change while at City Tech?

- Working at graphic design agency.
- Yes, I wanted to work for a magazine company but now I'm considering being an illustrator for cartoon work, such as Nickelodeon.
- My career goals are to become an animator, a graphic designer, or a web designer. No, my career decisions have not change.
- I want to be an art director that everyone respected, and I want to be proud when I graduate from this school.
- Be the best designer in the world.
- Be a tough designer and my career goal hasn't change.
- To pursue a career in business.
- My career goal is to work in an advertising field. While I am attending City Tech, I changed my mind since I had a poor education in liberal arts courses.
- Getting a bachelor degree.
- My career goal is to work in the advertising field. While in City Tech, I am becoming more interested in communication design than graphic arts.
- Writing for advertising and musical.
- My career goals are to become a great art director, as well as a graphic designer. Yes, my major was graphic arts in production management. However, it wasn't interesting enough, so I changed my major to Art & Advertising Design.
- My career goals did change in City Tech because I've decided to continue my studies in a Bachelor program.
- Find a good advertising job.
- To become an advertiser.
- Work in a great advertising firm and eventually start on my own.
- My goal is to be an advertising designer, and my goal has not changed.
- I want to be an illustrator some day.
- I wanted to an architect but I decided to deal with visual communication.
- To finish my associates degree and add more pieces to my portfolio.
- My career goal now is to get a position as an art director at either and ad agency or a magazine design firm. My goals have changed somewhat with my third option. Handling corporate identity - it used to be my primary goal and now it's my third. My ultimate goal will never change. And that is to work in a career or an environment that is fun and easy to love.
- My career goal is more towards the field of animation but still with some type of advertising involved.
- To finish my baccalaureate degree in City Tech, and get a job that I enjoy.

2. Please rate the quality of training you received in the following areas.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
2a. Please rate the quality of training you received in the following areas: Drawing	23	1	5	2.57	1.308
2b. Please rate the quality of training you received in the following areas: Painting/Composition	23	1	5	2.65	1.402
2c. Please rate the quality of training you received in the following areas: Typography	24	3	5	4.00	.659
2d. Please rate the quality of training you received in the following areas: Photography	24	1	5	3.25	1.189
2e. Please rate the quality of training you received in the following areas: Illustration	24	1	5	3.25	1.294
2f. Please rate the quality of training you received in the following areas: Digital Graphics	24	1	5	3.71	1.122
2g. Please rate the quality of training you received in the following areas: Advertising Design	24	3	5	4.33	.702
2h. Please rate the quality of training you received in the following areas: Graphic Design	23	1	5	3.65	1.027
Valid N (listwise)	22				

3. How would you rate the overall quality of your Art & Advertising Design education at City Tech?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Poor	1	4.2	4.2	4.2
Fair	2	8.3	8.3	12.5
Average	11	45.8	45.8	58.3
Very Good	10	41.7	41.7	100.0
Total	24	100.0	100.0	

4. How would you rate the overall quality of your general education and liberal arts courses at City Tech?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Poor	2	8.3	8.3	8.3
Fair	2	8.3	8.3	16.7
Average	13	54.2	54.2	70.8
Very Good	7	29.2	29.2	100.0
Total	24	100.0	100.0	

5. How did your general education and liberal arts courses enhance your education in Art and Advertising design?

- Not much, just the basics in communication and math.
- It enhances our knowledge on other subjects and our oral and writing ability.
- Have more knowledge, which can be used for art and design.
- Those general courses are wasting my time and money, and they are not helping at all. I am not going to work at philosophy, psychology, etc.
- I learned the design principle and to put together projects like ads and books.
- I learned the basic knowledge about Photoshop and Illustrator and the rest by myself.
- I learned how write and take photos.

- They helped me with my ideas.
- The speech class helped my public speaking skill.
- Better comprehension of theory where applied.
- Hardly enough, I believe the general education should be more sufficient in the majority courses. To enhance more verbal skills and advertising skills.
- Not much effect.
- Depending on some classes, I would say they enhanced.
- Not that much, but I did learn.
- Yes, I learned a lot!
- My general education had little to no effect in enhancing my education in advertising design. There should be more classes that intertwine with each other. I feel this school can do a better job at combining liberal and art and advertising design.
- Proper grammar.
- I'm not really sure my liberal arts courses enhanced my education at all. I don't see how it could.
- It did not enhance my Art and Advertising design.

6. What improvements or changes would you suggest?

- More professors, drawing and painting classes.
- More equipments and time to print, less required classes; such as science and electives. Also better teachers who can communicate on a student living in present time, not in the 70's and 80's.
- We want to learn more about color, design terms/type.
- Equipments are in a poor condition. The level of requirement to enter this college should be higher.
- Invite more people or companies from the real world to talk in our school. We need to face the reality, the more the better.
- That bachelor degree would be better.
- School should update the printers, and software such as: Illustrator, Photoshop, and etc.
- To take Digital Imaging again. I had a poor professor.
- I would like to be a stronger designer.
- More theory, marketing and specific writing and English courses for the concentration.
- Hardly any, even though classes are geared towards advertising design, I believe students and myself would need more verbal studies, and dealing with the outside world.
- More lab hours and better computers. Tell everyone they need a pen drive or a CD, so they don't go crazy afterwards.
- Better computers, printers, more lab time.
- More fine art classes, more speakers.
- Fix the computers and printers or buy new ones.
- There are no color printers! We have two or three but they are not working!
- The English and Math departments should have special programs for art and advertising/design students.
- Extra graphic design and advertising design course - take out illustration and painting. Composition is learned in type.
- Should have better and more reliable equipments. And offers more courses, so it's easier to attend. More technical hands-on courses, such as Photoshop Illustrator.
- Better printers and more lab time.

7. How many hours a week did you spend on school work outside of class?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-5	1	4.2	4.2	4.2
5-10	8	33.3	33.3	37.5
10-15	10	41.7	41.7	79.2
15-20	2	8.3	8.3	87.5
More than 20	3	12.5	12.5	100.0
Total	24	100.0	100.0	

8. Please list any outside responsibilities that limited your study time.

- Nothing.
- Work.
- Date.
- Party, part-time job
- I work night shifts at Kalascopes Production doing promotions for companies.
- Children.
- Work.
- Job.
- Home.
- Marriage.
- Traveling from Staten Island.
- Having a life.
- Family.
- Full-time job.

9. Please list your strengths in the area of visual communication. How did your education at City Tech affect your strengths?

- Typography skill and design; composition.
- I've learned a lot on communicating with design. City Tech did improve my visuals.
- My strength would be illustration. The education improved my sense of creativity, thinking, and the way I look at things.
- Learned things like type and pictures.
- Image tweaking.
- I am fairly strong with Type. I chose this major by impulse and enjoy it very much.
- Color, composition and conceptual development and being around with other artists inspire me.
- Photography, I learned a lot on photography and the history as well.
- Use of all programs necessary for design.
- Creatively, illustrating and drawing.
- Concept, color, typography, etc.
- Illustration.
- I'm unsure, only time will tell how my education at City Tech affected my strengths.
- Strong and bold words, simple images incorporating with recent event.
- My strengths are simplicity and getting straight to the point.
- Craft, concept.

10. In your program, where did you experience the most difficulty? Why?

- Advertising design.
- Typography, lots to learn, and not enough time.

- I had a difficulty in printing, so I had to spend a lots of money at Kinko's. School doesn't have enough printers, even though we pay for it.
- In the design session. There is no printer for the students.
- Started courses because of teachers.
- Find the adequate headline for my projects. And printing out the projects on time since City Tech printers are always down.
- Writing.
- My most difficult was Advertising 2. The work given and work outside makes it difficult to manage.
- Time management.
- Typography, lots to learn, not enough time.
- History of art.
- Dealing with advertising. From switching from one major to the other, I had difficulty catching up with the rest of the class due to students already having 2 years experience dealing with advertising design.
- Packaging design - too technical
- Photography, no time.
- Vector art, I'm not understanding the program.
- I experienced the most difficulty in Typography 3 and Packaging Design. The professors were either stuck in the 60's or their teaching methods were abysmal.
- I would say science courses just because it does not interest me.
- Punctuality! Just because of personal issues.
- Drawing, because I do not have enough patients.

11. How well prepared do you feel you are to go on job interviews?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very well prepared	1	4.2	4.5	4.5
	Well prepared	11	45.8	50.0	54.5
	Not well prepared	10	41.7	45.5	100.0
	Total	22	91.7	100.0	
Missing	System	2	8.3		
Total		24	100.0		

12. Do you own or have access to a computer outside of school?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	23	95.8	100.0	100.0
Missing	System	1	4.2		
Total		24	100.0		

12a. What type of computer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PC	10	41.7	43.5	43.5
	Mac	7	29.2	30.4	73.9
	Both	6	25.0	26.1	100.0
	Total	23	95.8	100.0	
Missing	System	1	4.2		
Total		24	100.0		

13. Do you plan to earn a B.Tech degree?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	54.2	56.5	56.5
	No	4	16.7	17.4	73.9
	Undecided	6	25.0	26.1	100.0
	Total	23	95.8	100.0	
Missing	System	1	4.2		
Total		24	100.0		

14. If “Yes”, how did your studies effect your decision to pursue a more advanced degree?

- To think only the AAS degree is not enough in the field of design.
- Seeing the work of B.Tech students made me realize an Associates degree is not enough.
- I felt I didn't learn enough to go on a job interview.
- It hasn't affected me yet. I believe that the B.Tech degree would be better.
- It doesn't affect me. I want to have B.Tech degree that's why I'm already taking some classes from it.
- My studies had no affect on my decision. The fact that you need a B.Tech degree in order to be taken seriously.
- My studies have motivated me to work harder, and get a more professional book prepared by working with these experienced professors.

15. Additional comments:

- Please let the future students print in color in other classes besides the AD department. Only having two rooms to print and bad times to print them, and the teachers expected us to have work done on time.
- The class that I wanted wasn't opened. So, the department should offer more classes.
- Some professors in Art & Advertising department aren't good enough to teach us. I hope you offer better professors like other design schools. From my experience, young professors have more passion about teaching.
- Make the bathroom clean and new!
- City Tech only has the name of Technology, but it's not true until the school updates everything and offers more computers, printers, etc.
- The school needs better printers and computers that operate for printing.
- Make computers and equipment available to students.
- Classes that I've taken this semester were really jammed for me. I have taken over three classes this year. I believe I did my best, and tried really hard. Hopefully, I will pass.
- Get more computers (Macs).
- More access to computers and more printers!!
- More projects for your portfolio and a field trip to an advertising firm.
- I think the school needs to care more about the students when it opens its doors. If professional work is expected, then professional equipment should be provided. A little respect would make students feel that they are welcome and help us in deciding rather to finish up here or leave for another schools. We are being charged the money, so we deserve something in return.