

Needs Assessment

Preliminary:

Survey of Media course, Design Program

Survey of Media and Design is a new course offered quarterly to 1st quarter students. It is to provide an overview of the commercial art industry, concentrating on Graphic Design, Multimedia and Web Design and Animation Art and Design. The students should receive enough accurate information in this course to assist in future academic and professional decisions.

The Design Program is the system of interest where the Survey of Media and Design course takes place. For the supra-systems, it is within the School of Design. The School of Design is within the Art Institute of Houston.

Symptoms of a problem:

Students provide evidence of unrealistic expectations in regards to job duties and salaries in their field of choice.

Preliminary Problem Statement:

The Design program does not accurately and consistently compare and contrast various commercial design job duties and salaries to their students.

Problem and specific needs:

Recent surveys and interviews of first quarter students show alarmingly unrealistic views towards entry-level job duties and pay scale expectations within the various fields.

Two surveys consisting of ten questions were distributed among the four sections of Survey of Media and Design. The first, which was distributed at the beginning of the quarter, dealt primarily with expectations of their field of study and subsequent career. This included such topics as pay scale, job title and work duties in their prospective field. The results showed that approximately 85% of the students surveyed provided unrealistic goals and expectations. Many responses were expectedly “over the top”.

The second survey was conducted in all four sections of the course towards the end of the quarter. This survey also included such topics as pay scale, job title and work duties in their prospective field. The result showed that approximately 40% of the students surveyed

continued to provide unrealistic goals and expectations in regards to academic goals and intended entry-level positions in their field of choice. The survey showed that students do not reference dependable resources in this course throughout the quarter.

Interviews occur through casual dialogue and classroom activities. One such activity is that students may earn extra credit throughout the quarter by bringing in help wanted ads for jobs in which they may be suited for upon graduation. Approximately one out of ten are realistically obtainable. This is determined by a classroom interview by the instructor at the time of submittal. Students continue throughout the quarter to attempt to substantiate their reasoning for their qualifications for these various positions without citing viable resources. These types of interviews lead me to believe that the students do not have consistent and reliable information.

Also, a final project is required in this course that consists of a “Professional Success Timeline”. In this project the student chronologically lists goals and expectations for their first two years after graduating from their respective programs. These are presented to the class with instructor input. The individual projects from the four sections of the course vary greatly. They prove that students in the same program of study often have a very separate idea of what is a realistic goal or expectation.

It is evident from these surveys and interviews that students do not have resources that allow them to consistently compare and contrast various commercial design job duties and salaries in their field of choice.

List of needs...

- 1) To accurately and consistently compare and contrast types of jobs and entry-level responsibilities in commercial design.
- 2) To accurately and consistently compare and contrast pay scales in commercial design.
- 3) To accurately and consistently compare and contrast availability of jobs in commercial design.

Identification of the instructional goal:

The School of Design will revise the Survey of Media and Design course to be offered next quarter.