



OAKLAND
COMMUNITY
COLLEGE

Graphics & Multimedia Employer Survey Preliminary Report

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Graphics Multi-Media Employer Survey
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Executive Summary

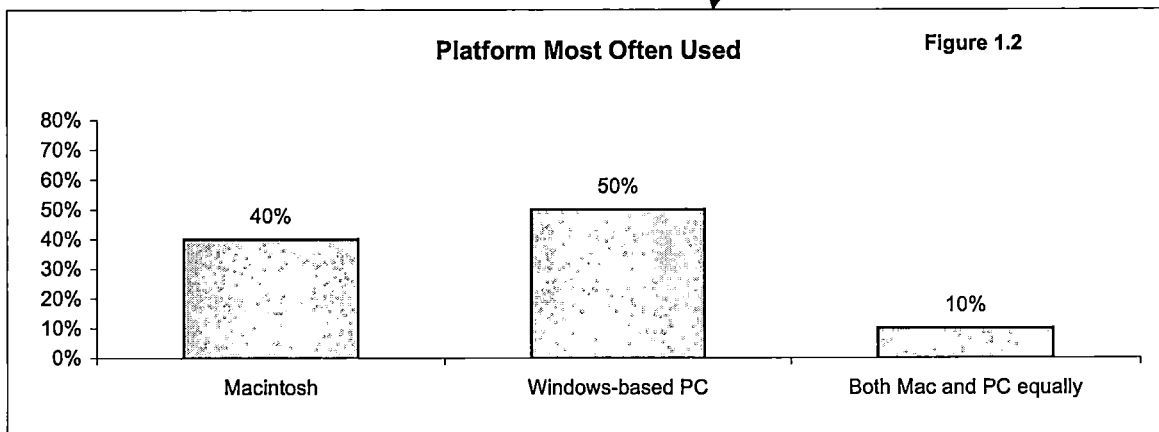
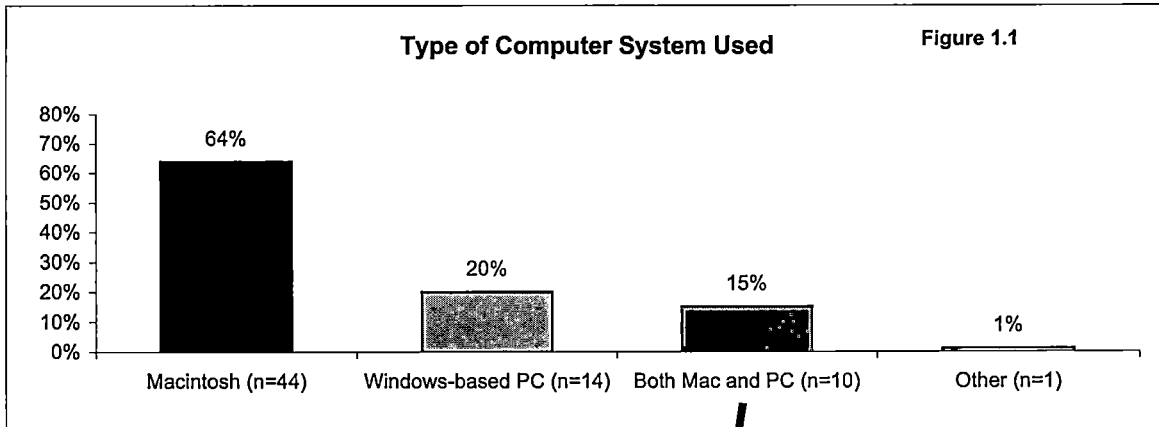
Overview

- The purpose of this study was to investigate the aspects of hardware and software used in graphics & multimedia companies. Sixty-nine graphics and advertising companies were obtained from a list of 204 companies. Advertising companies were screened in order to obtain only those who used software and computer technology in the creative aspects of business. Companies were asked to discuss the type of computer system used, if they had changed their system or considered changing in the last three years, frequency of use of various software packages, and preferred experience and education of prospective employees.

Findings

- The majority of companies use a Macintosh computer system (64%).
- In the last three years, 16% of companies changed their computer system, with 36% of those changing to a Windows-based system.
- In the last three years, 12% of companies considered changing their system.
- The software packages most often used were Adobe Photoshop, Adobe Illustrator, and Quark Express.
- Most employers (70%) indicated that prospective employees should have experience with Macintosh systems.
- Most employers (36%) indicated that a bachelor's degree is the preferred level of education for prospective employers.

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Of the 69 graphics and advertising companies (29 graphics companies and 40 advertising), 64% responded that they used a Macintosh computer system. Windows-based PC systems are used by 20% of the companies surveyed, and 15% using both Macintosh and Windows. Of the 15% using both platforms, 50% reported using Windows more often.

Did Your Company Change Computer Systems in the Last 3 Years?

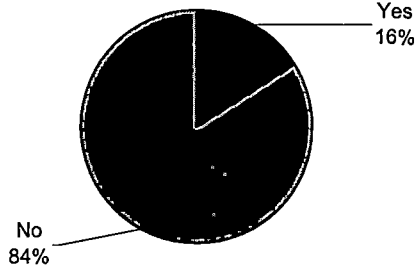
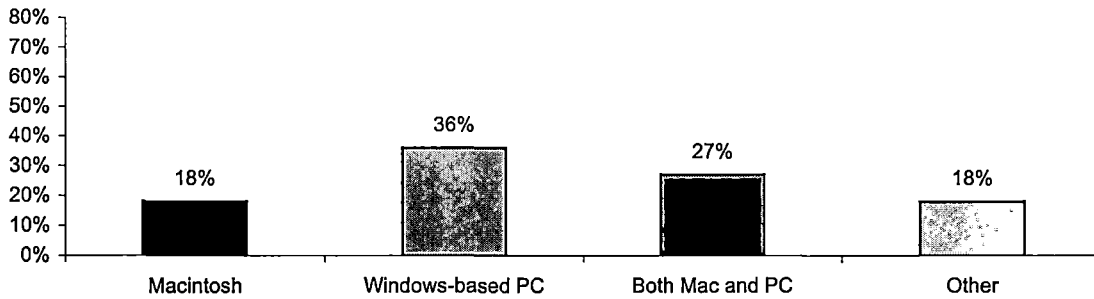


Figure 2.1

In the last three years, 16% of the companies surveyed reported changing their computer system.

Type of System Switched To

Figure 2.1



Of the 11 companies that changed their computer system in the last three years, 36% changed to a Windows-based PC, with 27% moving to both Macintosh and Windows.

Considering Changing Computer Systems?

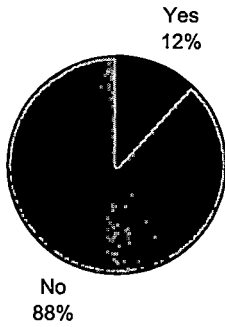
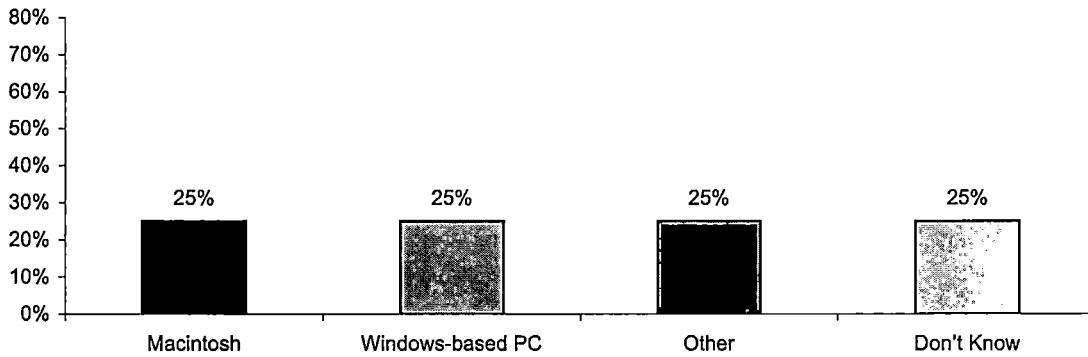


Figure 3.1

In the last three years, 12% of companies surveyed reported that they were considering changing their computer system.

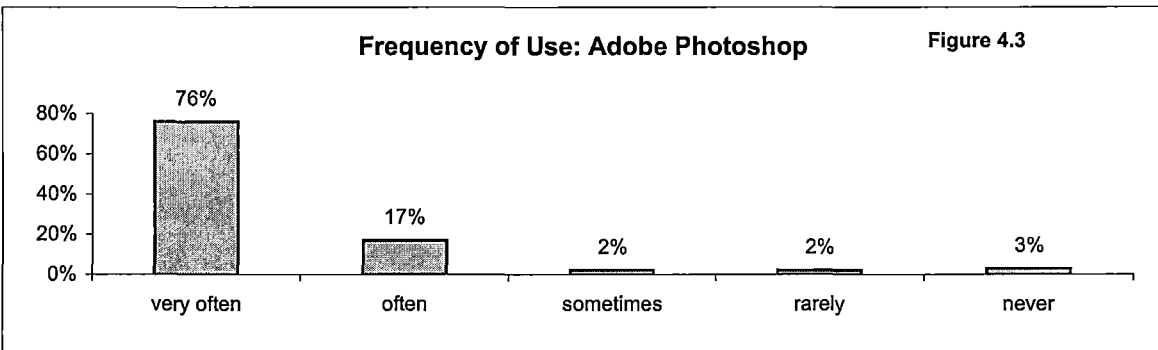
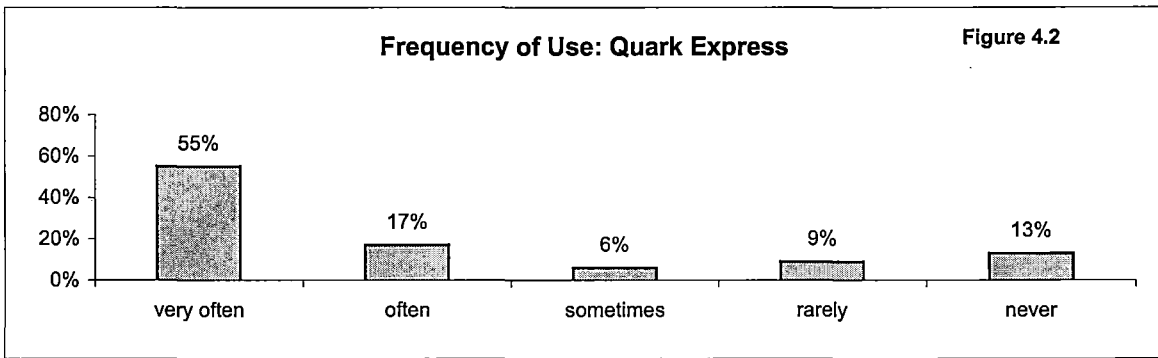
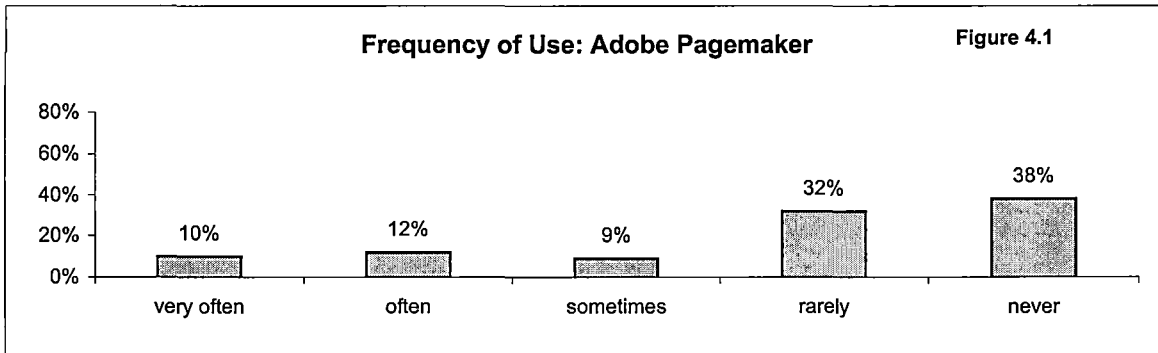
What Type of System Are You Considering?

Figure 3.2



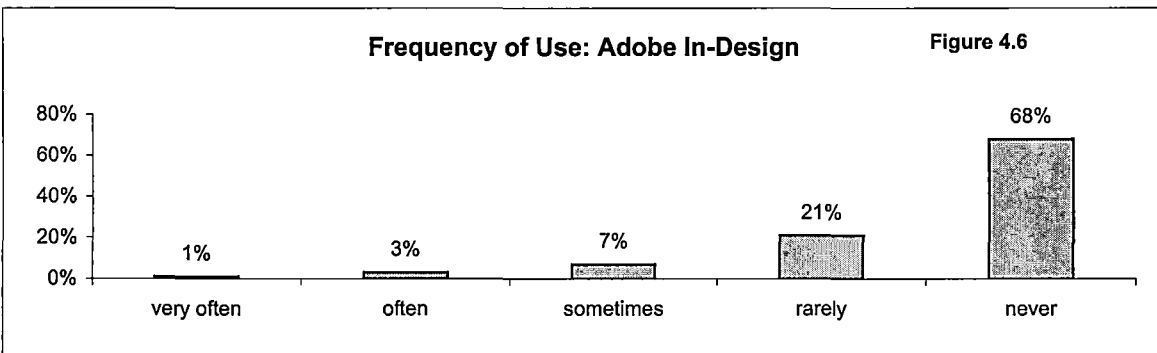
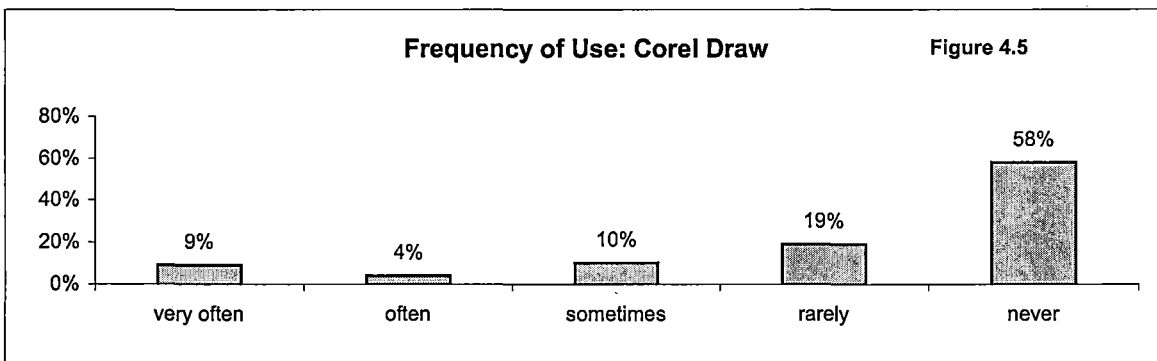
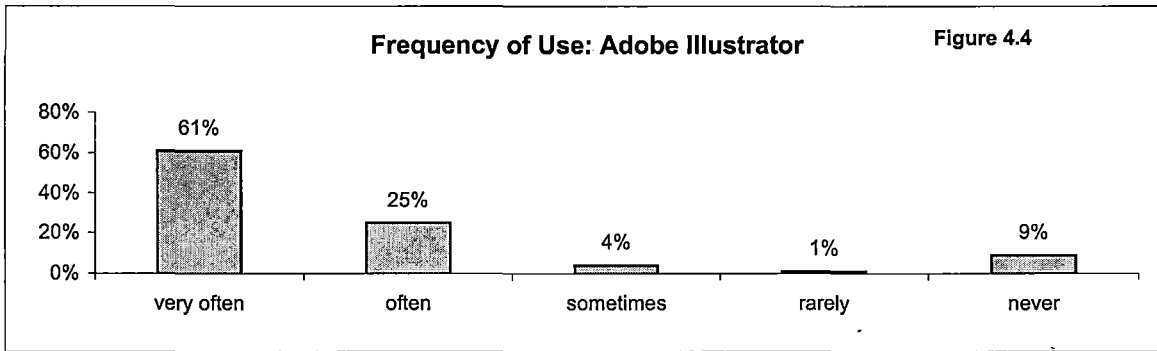
Of the 8 companies considering a change in their computer system, the distribution was even across each platform.

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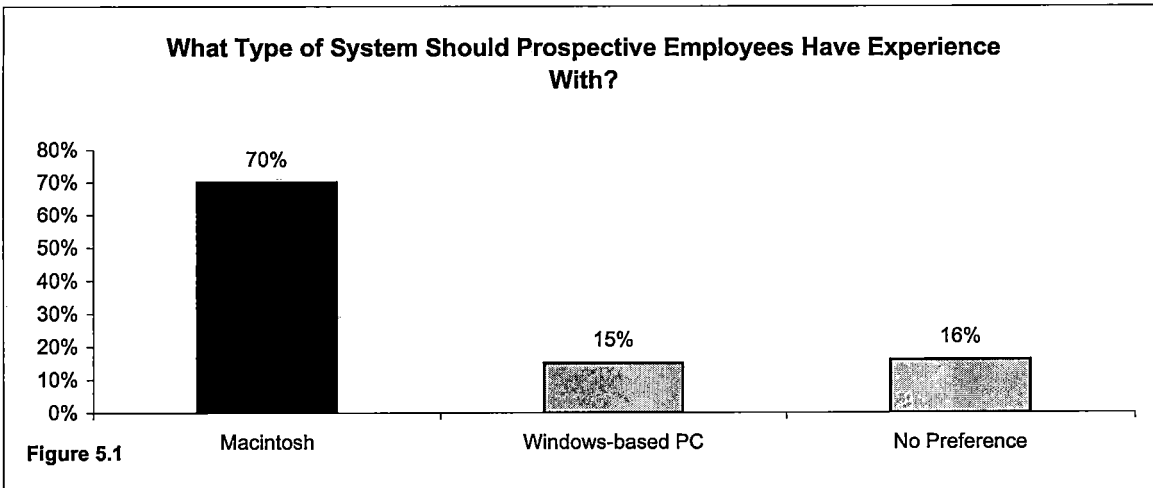


The following two pages indicate the frequency of which software packages are used by the companies surveyed. Of the software packages noted, the most often used are Adobe Photoshop (76%), Adobe Illustrator (61%), and Quark Express (55%). The least used packages are: Adobe In-Design (68% reported "never" using the software), Corel Draw (58% reporting "never" using) and Adobe Pagemaker (with 38% reporting "never" using).

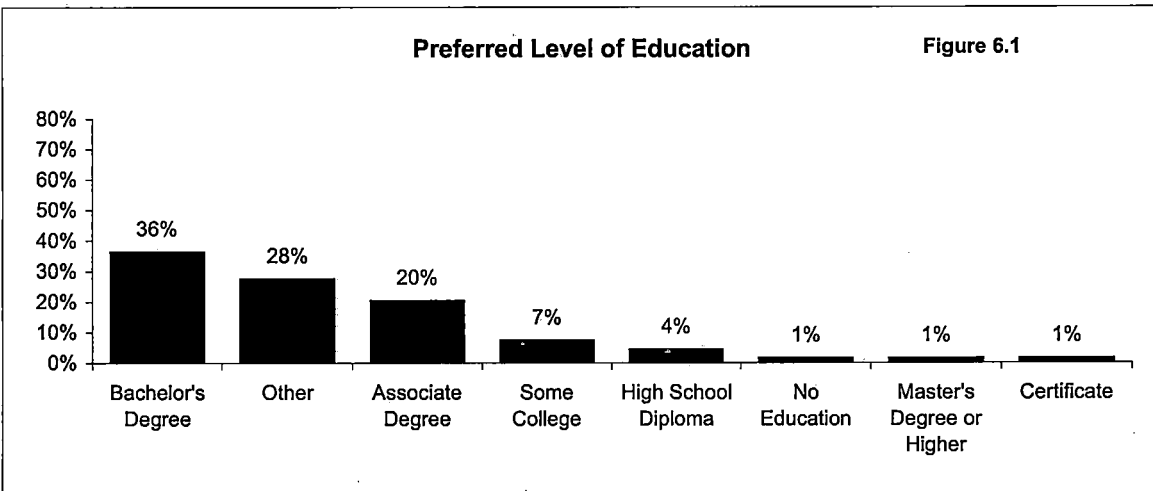
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According to the companies surveyed, 70% responded that prospective employees should have experience with Macintosh computer systems, 15% recommend Windows, while 16% indicate that they have no preference.



A bachelor's degree is the preferred level of education (36%), with 28% indicating "other" reasons, notably "experience." An associate's degree was indicated as the preferred level of education for 20% of the companies surveyed.

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Appendix

GRAPHICS SURVEY

Hello, this is _____. I'm calling from Oakland Community College. We are gathering information on the different types of hardware and software that graphic and multimedia intensive industries use. Could you please help us by participating in this short survey?

Questions about Hardware.

First, I'd like to ask you some questions about the types of computers used for your company's digital imaging, desktop publishing, and other graphic design and multimedia activities.

1. What type of computer system is your company currently using to carry out its graphics functions?
 1. __ Macintosh (*skip to #3*)
 2. __ Window based PC (*skip to #3*)
 3. __ Both Macintosh and PC platforms (*go to #2*)
 4. __ Other, please specify _____. (*If more than one response is given, go to #2, otherwise, skip to #3*)
 7. __ Don't Know (*skip to # 7*)

2. Which of these computer platforms do you use most often?
 1. __ Macintosh
 2. __ Windows based PC
 3. __ Other, please specify _____.
 7. __ Don't Know

3. Has your company changed computer systems in the last 3 years?
 1. __ Yes
 0. __ No (*skip to #5*)

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4. What type of computer system did your company switch to as its new platform?
- 1. Macintosh
 - 2. Windows based PC
 - 3. Other, please specify _____
 - 7. Don't Know
5. Is your company considering changing computer systems in the next 3 years?
- 1. Yes
 - 0. No (*skip to #7*)
6. What type of computer system would most likely be selected as your new platform?
- 1. Macintosh
 - 2. Window based PC
 - 3. Other, please specify _____
 - 7. Don't Know
7. Do you know of any other types of computer systems, other than Macintosh or Windows based PCs that are used by your competitors?

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Questions about Software.

Now I have a few questions to ask you about the type of graphics and multimedia software utilized by your company.

8. On a scale of 0 to 4, '0' equalling 'never' and '4' representing 'very often, could you tell me how frequently your company uses the following software packages:

	Very Often	Often	Some- times	Rarely	Never
a. Adobe Pagemaker	4	3	2	1	0
b. Quark Xpress	4	3	2	1	0
c. Adobe Photoshop	4	3	2	1	0
d. Adobe Illustrator	4	3	2	1	0
e. Corel Draw	4	3	2	1	0
f. Adobe In-Design	4	3	2	1	0

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9. Could you identify any other graphics, desktop publishing, digital imaging or design software that your employees are required to know?

Question about Prospective Employees.

Finally, I have just two more questions concerning what you might look for in new employees.

10. Which type of computer should prospective employees working in the field of graphics or digital imaging be most experienced with?

1. Macintosh
2. Windows based PC
3. No preference; Proficiency in either system would be acceptable.

11. In terms of hiring, what is your preferred level of education for new hires?

1. no education
2. high school diploma
3. some college
4. certificate
5. associate's degree
6. bachelor's degree
7. master's degree or higher
8. other (please specify) _____

Thank-you for taking the time to participate in this survey !

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ADVERTISING SURVEY

Hello, this is _____. I'm calling from Oakland Community College. We are gathering information on the different types of hardware and software that graphic and multimedia intensive industries use. Could you please help us by participating in this short survey?

First, we'd like to know if your company uses software/ computer technology in the creative aspects of your business?

1. ___ Yes (*go to #1*)
2. ___ No (*read below*)

Thank you for your time. Have a wonderful day.

Questions about Hardware.

First, I'd like to ask you some questions about the types of computers used for your company's digital imaging, desktop publishing, and other graphic design and multimedia activities.

1. What type of computer system is your company currently using to carry out its graphics functions?

1. ___ Macintosh (*skip to #3*)
2. ___ Window based PC (*skip to #3*)
3. ___ Both Macintosh and PC platforms (*go to #2*)
4. ___ Other, please specify _____. (*If more than one response is given, go to #2, otherwise, skip to #3*)
7. ___ Don't Know (*skip to # 7*)

2. Which of these computer platforms do you use most often?

1. ___ Macintosh
2. ___ Windows based PC
3. ___ Other, please specify _____.
7. ___ Don't Know

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3. Has your company changed computer systems in the last 3 years?
1. Yes
0. No (*skip to #5*)
4. What type of computer system did your company switch to as its new platform?
1. Macintosh
2. Windows based PC
3. Other, please specify _____
7. Don't Know
5. Is your company considering changing computer systems in the next 3 years?
1. Yes
0. No (*skip to #7*)
6. What type of computer system would most likely be selected as your new platform?
1. Macintosh
2. Window based PC
3. Other, please specify _____
7. Don't Know
7. Do you know of any other types of computer systems, other than Macintosh or Windows based PCs that are used by your competitors?
- _____
- _____
- _____

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Questions about Software.

Now I have a few questions to ask you about the type of graphics and multimedia software utilized by your company.

8. On a scale of 0 to 4, '0' equalling 'never' and '4' representing 'very often, could you tell me how frequently your company uses the following software packages:

	Very Often	Often	Some- times	Rarely	Never
a. Adobe Pagemaker	4	3	2	1	0
b. Quark Xpress	4	3	2	1	0
c. Adobe Photoshop	4	3	2	1	0
d. Adobe Illustrator	4	3	2	1	0
e. Corel Draw	4	3	2	1	0
f. Adobe In-Design	4	3	2	1	0

9. Could you identify any other graphics, desktop publishing, digital imaging or design software that your employees are required to know?

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Question about Prospective Employees.

Finally, I have just two more questions concerning what you might look for in new employees.

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1. Macintosh
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3. No preference; Proficiency in either system would be acceptable.

11. In terms of hiring, what is your preferred level of education for new hires?

9. no education
10. high school diploma
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12. certificate
13. associate's degree
14. bachelor's degree
15. master's degree or higher
16. other (please specify) _____

Thank-you for taking the time to participate in this survey !

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 3. ___ Both Macintosh and PC platforms (*go to #2*)
 4. ___ Other, please specify _____. (*If more than one response is given, go to #2, otherwise, skip to #3*)
 7. ___ Don't Know (*skip to # 7*)

2. Which of these computer platforms do you use most often?
 1. ___ Macintosh
 2. ___ Windows based PC
 3. ___ Other, please specify _____.
 7. ___ Don't Know

3. Has your company changed computer systems in the last 3 years?
 1. ___ Yes
 0. ___ No (*skip to #5*)

4. What type of computer system did your company switch to as its new platform?
 1. ___ Macintosh
 2. ___ Windows based PC
 3. ___ Other, please specify _____
 7. ___ Don't Know

5. Is your company considering changing computer systems in the next 3 years?
1. Yes
 0. No (*skip to #7*)
6. What type of computer system would most likely be selected as your new platform?
1. Macintosh
 2. Window based PC
 3. Other, please specify _____
 7. Don't Know
7. Do you know of any other types of computer systems, other than Macintosh or Windows based PCs that are used by your competitors?
- _____
- _____
- _____

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Now I have a few questions to ask you about the type of graphics and multimedia software utilized by your company.

8. On a scale of 0 to 4, '0' equalling 'never' and '4' representing 'very often, could you tell me how frequently your company uses the following software packages:

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c. Adobe Photoshop		4	3	2	1	0
d. Adobe Illustrator		4	3	2	1	0
e. Corel Draw	4	3	2	1	0	

9. Could you identify any other graphics, desktop publishing, digital imaging or design software that your employees are required to know?

Question about Prospective Employees.

Finally, I have just two more questions concerning what you might look for in new employees.

10. Would your company consider hiring an individual who has been trained **exclusively** on one type of system, but is proficient in software available for both Windows based PCs and Macintosh platforms?
1. Yes
0. No
11. Which type of computer should prospective employees working in the field of graphics or digital imaging be most experienced with?
1. Macintosh
2. Windows based PC
3. No preference; Proficiency in either system would be acceptable.

Thank-you for taking the time to participate in this survey !