

Please answer all the questions. Mark one answer unless requested otherwise.
 A few questions may not apply to you. Write 'NA' for those.
 Comments about the questionnaire itself are appreciated. Write these at the end.

Educational experience

1-Undergraduate degree(s) BA BFA BS B Arch other _____
 a-school _____

2-Undergraduate major(s) design art architecture humanities social sciences science
other _____

3-Graduate degree(s) MFA MA PhD other _____
 a-field(s) graphic design industrial design art art history other _____
 b-school _____

4-Think back over the period of your design education (undergraduate and graduate). What would you say now made the difference in motivating your interest and success in design.

	<i>most important</i>	<i>important</i>	<i>not important</i>
a-a female teacher	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b-a male teacher	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c-a design presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d-a design course	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e-a design book	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f-a designer's work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5-Choose the most important of these and describe why this was important to you.

6-Have you had the help of someone you would call a 'mentor' (that is, someone who took special interest in helping you by sharing his/her greater experience) yes no

a-IF YES, was the person male female

b-Where high school college grad school work other

c-For how long 0-1 year 2-4 years ongoing

d-How was this help useful educational advice specific work contacts first or next job
broader experience

e-How was this help problematic limiting hard to break away other _____

7-Are you aware of a bias in your education or experiences while in **undergraduate** school yes no
 IF YES, such as:

a-you were discouraged from specific courses yes no

b-you were discouraged from specific major field yes no

c-your work was demeaned or not taken seriously yes no

d-special opportunities were not offered to you yes no

e-you received unwanted personal/sexual attention yes no

f-other _____ yes no

g-Do you think this bias was based primarily on gender race class age sexual orientation
other _____

8-Are you aware of a bias in your education or experiences while in **graduate** school yes no
 IF YES, such as:

a-you were discouraged from specific courses yes no

b-you were discouraged from specific major field yes no

c-your work was demeaned or not taken seriously yes no

d-special opportunities not offered to you yes no

e-you received unwanted personal/sexual attention yes no

question continues

f-other _____ ()yes ()no
g-Do you think this was based primarily on ()gender ()race ()class ()age ()sexual orientation
()other _____

Professional activities

9-Is graphic design your first career ()yes ()no

10-What is your primary graphic design activity ()practice ()teaching () design-related services or supplies
()other _____

11-How many years in practice ____; in teaching ____; in services/supplies ____; other _____

12-How many different graphic design jobs (own studio, staff positions, periods of freelance work, teaching)_____

13-How would you describe your current job:
a-()own business/full-time f-()own business/part-time
b-()staff position/full-time g-()staff position/part-time
c-()freelance work/full time h-()freelance work/part-time
d-()teaching/full-time i-()teaching/part-time
e-()other/full-time j-()other/part-time _____

14-Which of the following would closest describe your job:
a-()owner, principal or partner (design responsibility)
b-()owner, principal or partner (financial responsibility)
c-()manager (no design, but coordination and supervision)
d-()senior designer/AD (design plus coordination and supervision)
e-()intermediate designer (design plus coordination)
f-()junior designer (design, maybe some production)
g-()production/technical artist (no design but production for reproduction and/or computer graphics/typesetting)
h-()photographer
i-()illustrator
j-()paper or other supply representative
k-()printer or printing representative
l-()typographer or typesetting representative

15-IF in your own business, how many employees: _____

16-Your current work location ()downtown in metro area ()large city ()small city ()suburban ()rural
a-in city/town _____ state _____

17-Your practice serves clients in this/these area(s): ()international ()national ()regional ()local

18-IF you teach, your academic rank is: ()professor ()associate professor ()assistant professor ()instructor
()adjunct professor ()other _____

19-Are you in business with a family member ()yes ()no
a-IF YES ()spouse/significant other ()parent/step-parent ()sibling ()child ()other _____

20-Do you have trouble feeling like yourself at work? That is, is there conflict in your mind between yourself
as a female or as a male, and yourself as a professional designer. ()yes ()no
a-IF YES, explain _____

21-Have you ever been a mentor? ()yes ()no
a-IF YES, to how many females ____ males ____
b-IF YES, how many were students ____ employees ____ relatives ____

22- Rate the importance of your contributions to your company's output.

	<i>very important</i>	<i>important</i>	<i>not important</i>
a-innovative design	()	()	()
b-good problem-solving	()	()	()
c-fast work	()	()	()
d-financial strategies	()	()	()
e-client relations	()	()	()
f-solid good design	()	()	()
g-marketing of services	()	()	()
h-office management	()	()	()
i-personnel management	()	()	()

23- Rate some possible improvements for you to your workplace now:

	<i>very important</i>	<i>important</i>	<i>not important</i>
a-more private space	()	()	()
b-less isolation	()	()	()
c-more interaction with co-workers	()	()	()
d-less interaction with co-workers	()	()	()
e-better designers	()	()	()
f-more interesting work	()	()	()
g-better management	()	()	()
h-more responsibility	()	()	()
i-improved technology	()	()	()
j-other _____	()	()	()

24- Were there relationships (other than mentor) with **women** that were important to your development as designer and/or professional ()yes ()no

a-IF YES ()relative ()teacher ()friend ()boss ()co-worker ()employee ()other _____

25- Were there relationships (other than mentor) with **men** that were important to your development as a designer and/or professional ()yes ()no

a-IF YES ()relative ()teacher ()friend ()boss ()co-worker ()employee ()other _____

26- There are probably parts of your heritage which are important to your sense of identity. Rate these parts for you:

	<i>very important</i>	<i>important</i>	<i>not important</i>
a-gender	()	()	()
b-race	()	()	()
c-ethnicity	()	()	()
d-religion	()	()	()
e-social class	()	()	()
f-politics	()	()	()
g-geography	()	()	()
h-sexual orientation	()	()	()
i-other _____	()	()	()

27- There may be important parts of your identity 'acquired' since you left home. Rate these parts for you now:

	<i>very important</i>	<i>important</i>	<i>not important</i>
a-religion	()	()	()
b-social class	()	()	()
c-politics	()	()	()
d-geography	()	()	()
e-sexual orientation	()	()	()
f-being a designer	()	()	()
g-other _____	()	()	()

28-Do you choose to communicate or express any of these parts of your identity (heritage or acquired) in your work
()yes ()no
IF YES, how often:

	<i>very often</i>	<i>often</i>	<i>seldom</i>	<i>never</i>
a-gender	()	()	()	()
b-race	()	()	()	()
c-ethnicity	()	()	()	()
d-religion	()	()	()	()
e-social class	()	()	()	()
f-politics	()	()	()	()
g-geography	()	()	()	()
h-sexual orientation	()	()	()	()
i-other _____	()	()	()	()

29-Identify the part of your identity most important to you and which you have included in your work _____
a-Describe the work where it is communicated. _____

b-If your identity is not part of your work, explain. _____

30-As a designer, would you consider yourself most ()an artist ()a scientist ()a business person ()an activist
()an educator ()a problem-solver ()other _____

31-Name contemporary designers who you think express themselves in their work to a high degree.

32-Name contemporary designers who you think incorporate their identity in their work to a high degree.

33-Name contemporary designers who you think communicate their political or social agenda in their work to a high degree.

34-Think of the work of one nationally-known **female** graphic designer
Name the designer _____
a-Write three words that you associate with her work _____

35-Think of the work of one nationally-known **male** graphic designer
Name the designer _____
a-Write three words that you associate with his work _____

36-Can you make any generalizations about **women** as graphic design professionals ()yes ()no
a-IF YES, what _____

37-Can you make any generalizations about **men** as graphic design professionals ()yes ()no
a-IF YES, what _____

38-Have there been design projects in your office which fostered your values ()yes ()no
a-IF YES: were you able to work on these projects? ()yes ()no
b-IF YES: was this experience different from other projects ()yes ()no
c-IF YES: how was it different _____

d-IF NO, why were you unable to participate _____

39-IF YOU ARE A WOMAN, did you ever change your professional behavior to protect yourself against being treated "like a woman". ()yes ()no
 a-IF YES, describe the circumstances _____

40-IF YOU ARE A MAN, has the fact of being male worked against you in a professional context. ()yes ()no
 a-IF YES, describe the circumstances _____

41-Are you satisfied with the extent to which your personal and professional lives are integrated ()yes ()no
 IF NO, how do you feel about the following:

	<i>strongly agree</i>	<i>agree</i>	<i>disagree</i>	<i>strongly disagree</i>	<i>don't know</i>
a-not enough time to do good work	()	()	()	()	()
b-not enough time for family or friends	()	()	()	()	()
c-child care not as good as I want	()	()	()	()	()
d-spouse/sig.other resents work time	()	()	()	()	()
e-commuting takes too long	()	()	()	()	()
f-too much travel for work	()	()	()	()	()
g-my values conflict with my work	()	()	()	()	()
h-not paid reasonably for what I do	()	()	()	()	()
i-work does not fulfill me	()	()	()	()	()

42-Rate these possible rewards of your work:

	<i>very important</i>	<i>important</i>	<i>not important</i>
a-money	()	()	()
b-fame	()	()	()
c-power	()	()	()
d-fun	()	()	()
e-influence	()	()	()
f-social change	()	()	()
g-self-expression	()	()	()
h-other _____	()	()	()

43-Are you aware of bias in your professional life ()yes ()no

a-IF YES, did this affect you (choose worst case):

()as an owner ()as an employee ()as a freelancer ()as a teacher ()other _____

IF YES, did this affect you:

b-on an individual level (for example: you didn't get a specific job or project) ()yes ()no

c-on an organizational level (for example: you didn't get promoted or recognized for work done) ()yes ()no

d-on a societal level (for example: your work is known but not acclaimed by awards or publication)

()yes ()no

e-Do you think this is based primarily on ()gender ()race ()class ()age ()sexual orientation

()other _____

44-Are you a member of any professional design organizations ()yes ()no

a-IF YES ()AIGA ()STA/ACD ()local AD Club ()other _____

45-Rate these benefits of membership:

	<i>very important</i>	<i>important</i>	<i>not important</i>
a-publications	()	()	()
b-programs	()	()	()
c-competitions	()	()	()
d-networking	()	()	()
e-other _____	()	()	()

46-Have you held any offices in these organizations yes no

47-Have you served on a design jury yes no

a-IF YES, do you recall any remarks suggesting bias yes no

b-IF YES, bias based primarily on gender race age sexual orientation other _____

48-Do you have a design philosophy (that is, do you believe there are specific things design can and should do in this world) yes no

a-IF YES, what is your philosophy _____

49-Do you follow any design theories in your work (that is, do you use specific communication strategies which you believe produce specific and intended results) yes no

a-IF YES, describe the theories _____

50-Do you tend to use a consistent design process which is comfortable and successful for you. yes no

a-IF YES, describe the stages _____

51-Rate the following as part of your definition of good graphic design.

	<i>very important</i>	<i>important</i>	<i>not important</i>
a-looks good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b-quickly understood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c-appeals to audience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d-pleases client	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e-wins awards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f-involves audience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g-easily read	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h-solves problem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i-innovative solution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j-fosters understanding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k-makes life better	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l-beautiful imagery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m-high production values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n-presents more than one viewpoint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o-other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

52-If you have a choice, do you prefer to work on a team of designers work individually doesn't matter
 a-Explain _____

53-At your workplace, are you more likely to work on a team of designers work individually both equally

54-When you work with other designers, does it make a difference if they are the same gender as you are. yes no
 a-IF YES, why _____

55-Do you have a business partner yes no

a-IF YES, is the partner the same gender as you are yes no

b-Do the advantages of your working relationship have anything to do with gender? yes no

c-Explain _____

d-Do the disadvantages of your working relationship have anything to do with gender? yes no

e-Explain _____

56-Have you been invited to present your work and/or design ideas to public or professional groups (clients excluded) yes no

57-Have you presented your work and/or design ideas to the public yes no

58-Have you volunteered to present your work or design ideas yes no

59-Have you been invited to write about your work or about design yes no

60-Have you written and published about your work yes no

61-Has your design work been published yes no

62-Do you know (from conversations, reviews, publications, etc.) that your work is appreciated

a-by your boss yes no

b-by your known design peers yes no

c-by the larger professional design community yes no

d-If your work is not appreciated, what is your explanation _____

63-Have you won awards for your design work

a-locally yes no

b-regionally yes no

c-nationally yes no

d-internationally yes no

64-Do you do pro bono work yes no

IF YES, rate these possible reasons:

	<i>very important</i>	<i>important</i>	<i>not important</i>
a-to keep working	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b-for creative freedom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c-to find projects which match my values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d-to make contacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e-to make a contribution to society	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f-to look good on resume	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g-to work with specific people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h-other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

65-Do you have design work which was not used because the client deemed it 'too personal' yes no

66-Do you have a personal agenda (social/political ideas) which you try to make part of design projects yes no

a-IF YES, are these "real" job projects pro bono projects both

b-IF YES, what is your agenda _____

67-Do you actively seek projects which make it possible to incorporate your personal agenda yes no

68-Are you aware of contemporary designers (of either gender) whose work denies or presents a limited view of the existence and experience of women yes no

a-Name the designer(s) _____

69-Are you aware of contemporary designers (of either gender) whose work acknowledges and/or celebrates the existence and experience of women yes no

a-Name the designer(s) _____

70-In general, are you satisfied with your career in graphic design yes no

71-If you changed careers into graphic design, at what age did you change _____

72-Have you considered a career change recently yes no

IF YES, why _____

Personal life

73-You are female male

74-Your current age is _____

75-Your racial/cultural identity is European-American African-American Hispanic-American
Asian-American other _____

76-Your religious identity is
Protestant Catholic Jewish other _____

77-Your family's socio-economic class identity during your childhood was
working class lower middle class middle class upper middle class wealthy

78-Your sexual orientation now heterosexual gay/lesbian bisexual

79-Your birth order only child first second third other _____

80-You are right-handed for writing left-handed for writing

81-You have how many older brothers _____

82-You have how many older sisters _____

83-Your current marital status never married married sep./divorced committed relationship

84-You are married to/living with a designer yes no
a-IF YES, person is graphic designer industrial designer architect other _____
b-IF YES, in general for the relationship is this fact beneficial or detrimental

85-Do you have children yes no

IF YES, how many are

a-0 to 5 years old _____

b-6 to 10 years old _____

c-11 to 13 years old _____

d-14 to 17 years old _____

e-18 years or older _____

86-Your childhood was spent mainly in the state of _____

87-Your childhood was spent mainly in large city small city suburban area rural area

88-Is anyone in your family in graphic design yes no
a-IF YES, what relationship father mother sibling aunt/uncle grandparent
other _____

89-Is anyone in your family in other design areas yes no
a-IF YES, in architecture industrial design interior design textiles crafts
fashion other _____

90-At what age did you first consider yourself a 'creative person'
3-6 7-12 13-17 18-24 25-30 over 30

91-At what age did you first learn about graphic design as a career
3-6 7-12 13-17 18-24 25-30 over 30

92-How did you first learn about graphic design

family friend teacher professional library museum other _____
don't know

93-As a child how often did you participate in physical activities such as sports, athletics, camping, hiking, biking, outdoor games

often sometimes seldom never

94-As a child how often did you participate in artistic activities such as drawing, painting, music, dance, theater, crafts

often sometimes seldom never

95-What are your politics or social/cultural ideologies (check all that apply)

republican democrat liberal libertarian radical feminist separatist utopian
conservative socialist independent other _____

WONDERFUL! YOU HAVE FINISHED.

For a related analysis and possible publication - please send, separately, photocopies of your work which you think incorporates your political/social agenda. Be sure to put your name and address on the back of each one and explain the project.

THANK YOU VERY MUCH FOR YOUR TIME!

BE SURE TO MAIL THE POSTCARD TOO!

Return the questionnaire to Martha Scotford, 44-A Highland Street, Cambridge, MA 02138.

Comments are welcome here.