

A Study on Factors Influencing AD Department Students' Aspiration of Further Study and Employment in Vocational High School

Abstract

The main purposes of this study are to explore the factors influencing Advertisement and Design (AD) department graduates' aspiration of further study and employment in vocational high school, to understand the current situation of the students' further study and employment, and then to suggest the strategy of improvement for AD department. The study adopted literature analysis and questionnaires survey. The total copies of questionnaires were 1803, and the effective responses were 1344, with a return rate of 75 percent. After statistics analysis of the collected data, the main findings are as follow:

1. As for parents' expectation, the significant differences existed in students' genders, schools' areas, AD-related job experience and parents' ages, education levels, occupation types and monthly income; otherwise no significant differences existed in students' expecting income, hoping to have more different kinds of licenses and academic achievement.
2. As for the vision of AD, the significant differences existed in students' hoping to have more different kinds of licenses and academic achievement; otherwise no significant differences existed in other variables.
3. As for the interest in AD, the significant differences existed in students' hoping to have more different kinds of licenses, academic achievement; and parents' education levels.
4. As for the aspiration of further study and employment, the significant differences existed in students' hoping to have more different kinds of licenses and academic achievement.

According to the findings, the suggestions are as follows:

1. For the government, put emphasis on the insufficiency of students in vocational high schools and the difficulty in the ways of students' further study.
2. For the schools, put emphasis on students' practical skills, encourage students to get more licenses, cooperate with the industry, and modernize the facilities.
3. For the students, put emphasis on the with-going ability and practical skills.

Key words: Vocational High School

Advertisement and Design Department

Aspiration of Further Study and Employment