Appendix IX: Extended version of part-time student interviews
Course information
1. Which course did you attend?
   “After Effects.”
2. What’s your main occupation?
   “Web designer.”
3. Was your course paid for by an employer?
   “Yes, my employer paid the whole course for all employees.”
4. All employees? You are here with the whole department?
   “Yes we are, my boss thought it was time that we updated our skills.”
5. What impact will doing this course have for you?
   “It will increase my knowledge in After Effects.”
6. What factors were most important for decision making when choosing a place to do a part-time course?
   “That Friends of Design offered a training customized on our work schedule.”
7. How did you get in touch with Friends of Design?
   “I Googled the organization, thought they had a funky website but a bit chaotic.”
8. Chaotic, specify yourself?
   “There is so much information on the main page that you get confused of what they offer. Of course as a web designer you see little things. But I had the same feeling when I came here for the first time, a bit chaotic.”
9. What other places of study did you consider going to?
   “Well I think my boss was in contact with AAA School for Advertising but nothing good came out.”
10. Would you recommend Friends of Design to your friends or family?
    “Yes, it is very nice here and I would like to follow some other courses as well.”

Social media
12. Are you using social media? Which one?
    “Twitter is my favorite, Facebook and LinkedIn.”
13. Did you mention Friends of Design in or on your social networks?
    “No.”
14. Would you be willing to mention Friends of Design through these social networks?
    “Yes, I’m a very content customer.”

Student information
15. What is your birth date?
    “1985.”
16. What is your highest education achieved?
    “Web Graphics and Multimedia.”
Course information
1. Which course did you attend?
   “After Effects.”
2. What’s your main occupation?
   “Motion designer.”
3. Was your course paid for by an employer?
   “Yes it was.”
4. Who initiated this course?
   “I suggested it.”
5. What are your main reasons why you are doing this course?
   “I like to learn how to create, edit and streamline 2D and 3D animations.”
6. What impact will doing this course have for you?
   “It expand my own skill set which is an advantage for my employer.”
7. What factors were most important for decision making when choosing a place to do a part-time course?
   “This course is only offered by Friends of Design, that was most important.”
8. How did you get in touch with Friends of Design?
   “Their Facebook ad attracted my attention.”
9. Would you recommend Friends of Design to your friends or family?
   “Everybody who wants to learn some extra skills should do such a course, it is refreshing and it keeps you up-to-date.”

Social media
10. Are you using social media? Which one?
    “Yes, I use LinkedIn, Facebook and sometimes Twitter.”
11. Did you mention Friends of Design in or on your social networks?
    “No, not that I know about.”
12. Would you be willing to mention Friends of Design through these social networks?
    “Yes.”

Student information
13. What is your birth date?
    “June 19th, 1974.”
14. What is your highest education achieved?
    “College Art & Design.”
Course information
1. Which course did you attend?
   “After Effects.”
2. What’s your main occupation?
   “Advertising.”
3. Was your course paid for by an employer?
   “Yes.”
4. Who initiated this course?
   “My employer did.”
5. What are your main reasons why you are doing this course?
   “The demand for a package of skills increases and especially in the advertising world. Our team should be prepared for the upcoming demand of doing as much as we can in-house to keep it as cheap as possible.”
6. What impact will doing this course have for you?
   “This will be good for my resume and it might lead to salary increase, because eventually we will save a lot of money.”
7. What factors were most important for decision making when choosing a place to do a part-time course?
   “The teaching hours and the fees.”
8. How did you get in touch with Friends of Design?
   “I don’t know actually?”
9. What other places of study did you consider going to?
   “There were no other places for After Effects.”
10. Would you recommend Friends of Design to your friends or family?
    “I would recommend it to all other companies in Cape Town who are in the creative industry.”

Social media
11. Are you using social media? Which one?
    “Yes, Facebook and LinkedIn.”
12. Did you mention Friends of Design in or on your social networks?
    “Yes, sometimes I do.”

Student information
13. What is your birth date?
    “1976.”
14. What is your highest education achieved?
    “Master in marketing.”
Course information
1. Which course did you attend?
   “After Effects.”
2. What’s your main occupation?
   “Full time Graphic Designer.”
3. Was your course paid for by an employer?
   “Yes.”
4. Who initiated this course?
   “I did.”
5. What are your main reasons why you are doing this course?
   “I want to learn how to incorporate design elements into video footage.”
6. What factors were most important for decision making when choosing a place to do a part-time course?
   “The place where Friends of Design is located and this course cover all the technical aspects needed.”
7. How did you get in touch with Friends of Design?
   “My boss if friends with Eva Csernyansky, she told him about the corporate part-time courses.”
8. What other places of study did you consider going to?
   “none.”
9. Would you recommend Friends of Design to your friends or family?
   “Yes I would, although they do not keep their course information up-to-date, I would recommend them to go to Career Day so you can feel if you like the vibe.”

Social media
10. Are you using social media? Which one?
    “Facebook and Twitter.”
11. Did you mention Friends of Design in or on your social networks?
    “No.”
12. Would you be willing to mention Friends of Design through these social networks?
    “Yes, I would.”

Student information
13. What is your birth date?
    “December 14th, 1982.”
14. What is your highest education achieved?
    “Interactive media.”


Course information
1. Which course did you attend?
   “After Effects.”
2. What’s your main occupation?
   “Game designer.”
3. Was your course paid for by an employer?
   “Partially.”
4. Who initiated this course?
   “I did, but my boss was very excited about it so he decided to contribute.”
5. What are your main reasons why you are doing this course?
   “Increase my limited knowledge of After Effects.”
6. What impact will doing this course have for you?
   “Expand my knowledge and I’ll be educated on a broader scale.”
7. What factors were most important for decision making when choosing a place to do a part-time course?
   “The teaching hours because I need to do it after work hours and the reputation of Friends of Design.”
8. How did you get in touch with Friends of Design?
   “Saw an ad on Gumtree.”
9. What other places of study did you consider going to?
   “None.”
10. Would you recommend Friends of Design to your friends or family?
    “Yes the course was excellent, inspirational and a great basis for Motion Graphics.”

Social media
11. Are you using social media? Which one?
    “Yes, Twitter and Facebook.”
12. Did you mention Friends of Design in or on your social networks?
    “Yes, I put the course on my profile.”
13. Would you be willing to mention Friends of Design through these social networks?
    “Yes, I would.”

Student information
14. What is your birth date?
    “1978.”
15. What is your highest education achieved?
    “Matric.”
Course information
1. Which course did you attend?
   “Photoshop course.”
2. What’s your main occupation?
   “I’m an IT specialist.”
3. Was your course paid for by an employer?
   “No, paid it myself.”
4. Who initiated this course?
   “I did.”
5. What are your main reasons why you are doing this course?
   “Well my skills are in web development, but Photoshop is underdeveloped, such a course amplifies my position.”
6. What impact will doing this course have for you?
   “As I mentioned before, it enchases my position as an IT cr.”
7. What factors were most important for decision making when choosing a place to do a part-time course?
   “The friendly, edgy area appealed to me. A lot of creative people are here in this neighborhood.”
8. How did you get in touch with Friends of Design?
   “I saw a banner at Rafikis.”
9. What other places of study did you consider going to?
   “Heard some good thing about AAA School of Advertising as well but they are so big, don’t think they can give you as much personal attention as Friends of Design does.”
10. Would you recommend Friends of Design to your friends or family?
    “I enjoyed the workshops and will be able to apply it in the workspace, so yes”

Social media
11. Are you using social media? Which one?
    “I use Twitter and LinkedIn a lot, I also got a Facebook account but I am never online.”
12. Did you mention Friends of Design in or on your social networks?
    “Yes I did, wrote how happy I was with this course.”
13. Would you be willing to mention Friends of Design more through these social networks?
    “Yes.”

Student information
14. What is your birth date?
   “1974.”
15. What is your highest education achieved?
   “Desktop Publisher.”
Course information
1. Which course did you attend?
   “This is my second course at Friends of Design, at the moment I do the Photoshop course.”
2. What course did you do before?
   “I did After Effects first.”
3. What’s your main occupation?
   “I do quite a few freelance jobs in graphic and motion design.”
4. Was your course paid for by an employer?
   “No, I pay these courses myself.”
5. What are your main reasons why you are doing this course?
   “I want to be available in multiple areas.”
6. What impact will doing this course have for you?
   “This should give my freelance career a boost and hopefully lead to a salary increase, since I can accept multiple orders.”
7. What factors were most important for decision making when choosing a place to do a part-time course?
   “The fees and the fact that they do follow-up courses, like three available web design courses, that is convenient if you want to learn all about web design.”
8. How did you get in touch with Friends of Design?
   “Through their Facebook page.”
9. What other places of study did you consider going to?
   “I went to the career day of Vega School and Friends of Design as well and although there was no structure at all at Career Day, the funky and creative environment convinced me.”
10. What do you mean with no structure?
    “It was not organized well. It was not clear who was in charge and they did not offer a guided tour or something like that.”
11. Would you recommend Friends of Design to your friends or family?
    “Yes, I would but I would tell them that it is not always that organized.”

Social Media
12. Are you using social media? Which one?
    “Facebook, LinkedIn, and Twitter.”
13. Did you mention Friends of Design in or on your social networks?
    “Maybe once.”
14. Would you be willing to mention Friends of Design through these social networks?
    “Yes, I would be willing to do that, of course!!”

Student information
15. What is your birth date?
    “1980.”
16. What is your highest education achieved?
    “Web development.”
Course information
1. Which course did you attend?
   “Adobe Photoshop Essential Skills.”
2. What’s your main occupation?
   “Mainly Graphic Designer.”
3. Was your course paid for by an employer?
   “No, I work on a freelance basis.”
4. What are your main reasons why you are doing this course?
   “On one hand to expand my skills so I keep up with people of big companies and by this way I remain
   in contact with my companions.”
5. What impact will doing this course have for you?
   “Perhaps I receive new assignments from people I have got to know here.”
6. What factors were most important for decision making when choosing a place to do a part-time course?
   “I heard from freelance colleagues that they went to Friends of Design and gained there a lot of
   contacts. Friends of Design attracts whole departments from companies and that is what you need as a
   freelancer.”
7. How did you get in touch with Friends of Design?
   “I saw an ad on Facebook.”
8. What other places of study did you consider going to?
   “None.”
9. Would you recommend Friends of Design to your friends or family?
   “Think so, yes.”

Social media
10. Are you using social media? Which one?
    “Facebook, Twitter and LinkedIn.”
11. Did you mention Friends of Design in or on your social networks?
    “Yes, I did a couple of times.”

Student information
12. What is your birth date?
    “June 3th, 1985.”
13. What is your highest education achieved?
    “Graphic Design.”
Course information
1. Which course did you attend?
   “The course Flash Essentials Skills.”
2. What’s your main occupation?
   “I work in the IT branch.”
3. Was your course paid for by an employer?
   “Yes.”
4. Who initiated this course?
   “She did.”
5. What are your main reasons why you are doing this course?
   “The whole team needed some extra training for a special task, that’s why I am here.”
6. What impact will doing this course have for you?
   “This will extend my skills and if we get another assignment in that field we can be of service.”
7. What factors were most important for decision making when choosing a place to do a part-time course?
   “The location and the fees were most important, costs should remain low since the whole department followed a course.”
8. How did you get in touch with Friends of Design?
   “I don’t know, my work contacted them.”
9. What other places of study did you consider going to?
   “I think she was very enthusiastic about Friends of Design because they offered training fully in tune with our company. They gave us on-site assistance.”
10. Would you recommend Friends of Design to your friends or family?
    “Yes.”

Social media
11. Are you using social media? Which one?
    “I have a profile on Facebook and LinkedIn.”
12. Did you mention Friends of Design in or on your social networks?
    “Yes I did, when we finalized our assignment I thanked our teacher from Friends of Design.”

Student information
13. What is your birth date?
    “1980.”
14. What is your highest education achieved?
    “Desktop publisher.”
Course information
1. Which course did you attend?
   “Flash Essentials.”
2. What’s your main occupation?
   “Freelancer.”
3. What are your main reasons why you are doing this course?
   “I want to expand myself so it give me better opportunities to find a fulltime job.”
4. What impact will doing this course have for you?
   “It boosts my knowledge and it is a useful tool to get in contact with people who are in the same field.”
5. What factors were most important for decision making when choosing a place to do a part-time course?
   “Location was very important, Friends of Design is located in the city bowl and surrounded by creative companies. The fees were payable as well.”
6. How did you get in touch with Friends of Design?
   “I saw a banner of them at Ravikis, so I Googled them, on the website there was not much information about what you get after this course or something about teaching methods, so I had to call and spoke to Margaritha who gave me more information.”
7. What other places of study did you consider going to?
   “I phoned with AAA School of Advertising as well. They are nationally accredited which looks good on my resume but I had a better, more comfortable feeling at Friends of Design.”
8. Would you recommend Friends of Design to your friends or family?
   “It is a nice option to do a part-time course here, but I don’t know if I would recommend a fulltime course because I get the feeling that it is not always well organized.”
9. What do you mean with organized?
   “Well they work with a very personal approach and nothing wrong with personal, but when I came in it was very chaotic and it took a while for somebody took the lead and told me more about part-time courses.”

Social media
10. Are you using social media? Which one?
    “Yes, I use LinkedIn, Facebook and Twitter.
12. Did you mention Friends of Design in or on your social networks?
    “Yes, I did.
13. For what occasion?
    “When I officially enrolled.”
15. Would you be willing to mention Friends of Design through these social networks?
    “Yes.”

Student information
16. What is your birth date?
    “1983.”
17. What is your highest education achieved?
    “Multimedia design.”
**Course information**

1. Which course did you attend?
   “The Photoshop course.”
2. What’s your main occupation?
   “Web designer.”
3. Was your course paid for by an employer?
   “Yes it was.”
4. Who initiated this course?
   “Greg did, my boss.”
5. What are your main reasons why you are doing this course?
   “I wanted to learn more complex skills so my boss suggested to follow some courses.”
6. What impact will doing this course have for you?
   “afterwards I hope that I have learned new things and be able to create and edit my own images.”
7. What factors were most important for decision making when choosing a place to do a part-time course?
   “The fees were very important, Friends of Design was lowest priced, and the fact that they offer a follow-up course was interesting.”
8. How did you get in touch with Friends of Design?
   “Through social media.”
9. What other places of study did you consider going to?
   “AAA school for advertising.”
10. What was less attractive at AAA School for Advertising?
    “They are starting from scratch and don’t offer any follow up courses.”
11. Would you recommend Friends of Design to your friends or family?
    “Yes, I would recommend them.”

**Social media**

12. Are you using social media, which one?
    “Google +, Facebook, Twitter and LinkedIn
13. Did you mention Friends of Design in or on your social networks?
    “I did one time when I was at their career day.”
14. Would you be willing to mention Friends of Design through these social networks?
    “Yes, it would be nice to post some work from class.”

**Student information**

15. What is your birth date?
    “1984.”
16. What is your highest education achieved?
    “Graphic Design.”
Course information
1. Which course did you attend?
   “Flash Essential skills.”
2. What's your main occupation?
   “I'm a motion designer, and do some freelance illustrating.”
3. Was your course paid for by an employer?
   “Yes.”
4. Who initiated this course?
   “My employer did.”
5. What are your main reasons why you are doing this course?
   “It is always good to keep your skills up-to-date.”
6. What impact will doing this course have for you?
   “Well I think it will not give a direct result but it is always good when you can say that your skills are up-to-date.”
7. What factors were most important for decision making when choosing a place to do a part-time course?
   “The quality of their equipment and the location.”
8. Why location?
   “The course is given after working hours, it would cost my boss too much money when it would be on the other side of the city.”
9. How did you get in touch with Friends of Design?
   “Via Google.”
10. What other places of study did you consider going to?
    “I also visit the website of AAA School of Advertising and CityVarsity but the teaching hours at Friends of Design were more attractive to me.”
11. Would you recommend Friends of Design to your friends or family?
    “I would. Enjoy the Photoshop course thoroughly, although I think you can get more out of this course, it stayed quite basic.”

Social media
12. Are you using social media? Which one?
    “Yes, I'm active on Facebook and LinkedIn.”
13. Did you mention Friends of Design in or on your social networks?
    “No.”
14. Would you be willing to mention Friends of Design through these social networks?
    “Yes, I would mention it on my LinkedIn account.”

Student information
15. What is your birth date?
    “1976.”
16. What is your highest education achieved?
    “College.”
Course information
1. Which course did you attend?
   “The Adobe Photoshop Essential Skills.”
2. What’s your main occupation?
   “I work as an illustrator.”
3. Was your course paid for by an employer?
   “Yes he paid the whole course.”
4. Who initiated this course?
   “My employer did.”
5. Why?
   “I needed to refresh my skills for a big assignment for a new company.”
6. What impact will doing this course have for you?
   “That I’m aware of the latest developments.”
7. What factors were most important for decision making when choosing a place to do a part-time course?
   “My boss picked out Friends of Design, but I think main reason was the quality of the software.”
8. How does Friends of Design score at these factors?
   “I’m very content by the way it’s going at Friends of Design. My teacher explains the tools in a clear, concise way at a very good pace.”
9. How did you get in touch with Friends of Design?
   “He saw a banner of Friends of Design on a blogger event, he talked with Eva there to send some of his employees to the academy.”
10. What other places of study did you consider going to?
    “None.”
11. Would you recommend Friends of Design to your friends or family?
    “Definite. It is a very interesting course, I would recommend it to anyone who would like to learn more of Photoshop.”

Social media
12. Are you using social media? Which one?
    “Yes, I’m a huge fan of Facebook and Twitter.”
13. Did you mention Friends of Design in or on your social networks?
    “No, not that I can remember.”
14. Would you be willing to mention Friends of Design through these social networks?
    “Yes, why not.”

Student information
15. What is your birth date?
    “1982.”
16. What is your highest education achieved?
    “A high school diploma.”
Course information
1. Which course did you attend?
   “I attend the Flash course.”
2. What’s your main occupation?
   “Mainly a motion designer, do some freelance work as well”
3. Was your course paid for by your employer?
   “No, I was the one who paid for the course because I wanted it for my own skill development and maybe that will lead to a career boost or something but that is not my main reason why I’m here.”
4. What impact will doing this course have for you?
   “Maybe this will lead eventually to another job or something but for now I’m fine where I am.”
5. What factors were most important for decision making when choosing a place to do a part-time course?
   “Most important for part-time courses like this is in my opinion the location and the quality of the courses. When I want to expand my skills it makes no sense to work with old material.”
6. How did you get in touch with Friends of Design?
   “I saw an ad on Gumtree, they offered many different courses that appealed to me.”
7. What other places of study did you consider going to?
   “Actually none, I also heard good things about CityVarsity but that was after I enrolled at Friends of Design.”
8. What did you hear about CityVarsity?
   “That they work with real companies and that their quality of the courses is very good.”
9. Would you recommend Friends of Design to your friends or family?
   “Yes, I would. But I would also recommend to visit other schools.

Social Media
10. Are you using social media? Which one?
    “Yes, I have a Facebook and Twitter account.”
11. An active user?
    “You could probably say that I’m an active user. Tweet at least once a day.”
12. Did you mention Friends of Design in or on your social networks?
    “No, I have never done that.”
13. Would you be willing to mention Friends of Design through these social networks?
    “Yes, maybe when I finished my assignment or something.”

Student information
14. What is your birth date?
    “1984.”
15. What is your highest education achieved?
    “Master.”
Course information
1. Which course did you attend?
   “Flash Essentials.”
2. What’s your main occupation?
   “I’m an IT manager.”
3. Was your course paid for by an employer?
   “Yes my boss paid for the course.”
4. Who initiated this course?
   “My boss took the initiative to follow a course at Friends of Design.”
5. Why?
   My boss is thinking about implementing a new system so this would be a nice opportunity to expand my skills.”
6. What impact will doing this course have for you?
   “I hope this will do some nice things for my career as an IT manager.”
7. What factors were most important for decision making when choosing a place to do a part-time course?
   “Of course the software and the location because it had to be close to work.”
8. How does Friends of Design score at these factors?
   “The quality of the software is really good and up-to-date and the location is central.”
9. How did you get in touch with Friends of Design?
   “I started asking around and one of my former colleagues mentioned Friends of Design.”
10. What other places of study did you consider going to?
    “I did not consider any other place.”

Social media
11. Would you recommend Friends of Design to your friends or family?
    “Yes, I’m very satisfied.”
12. Are you using social media? Which one?
    “No, I have no time for anything like that.”

Student information
13. What is your birth date?
    “1982.”
16. What is your highest education achieved?
    “That would be my high school diploma.”