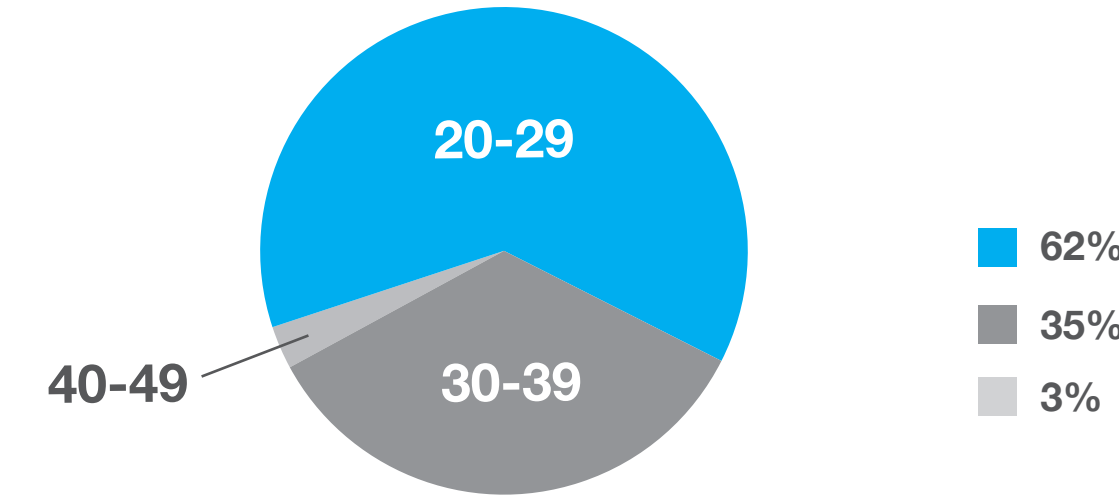


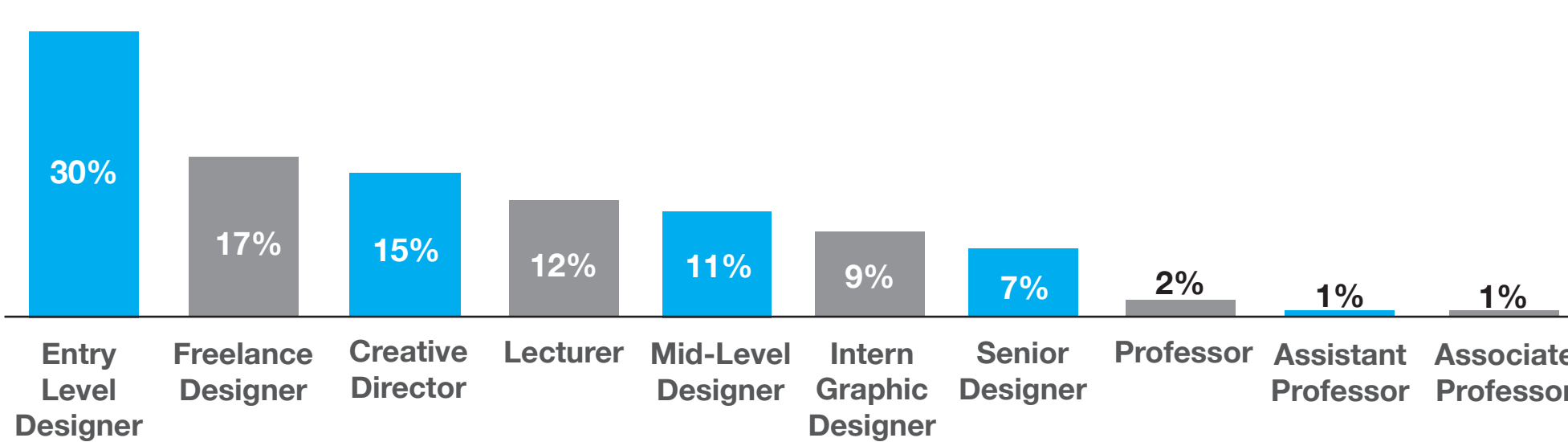
1 Personal Information

"Personal Information" questions gathered information on participants' demographics and professional design experience.

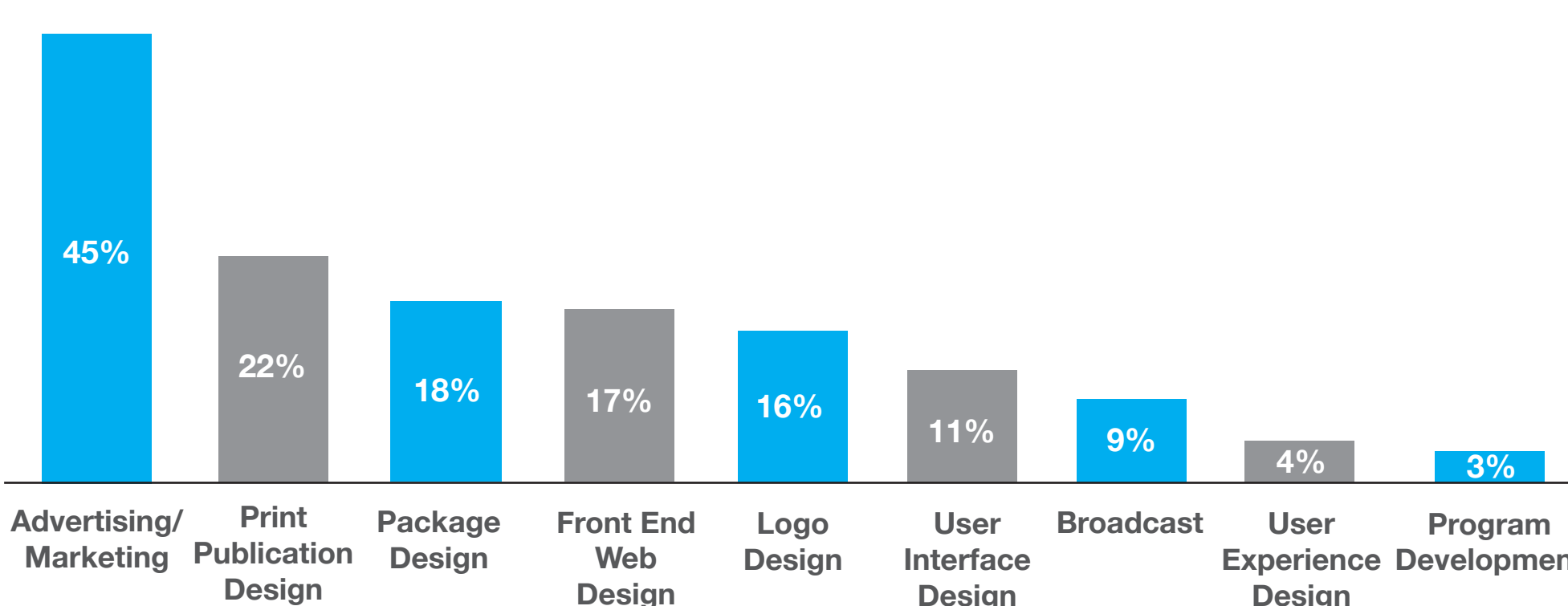
1. What is your age group?



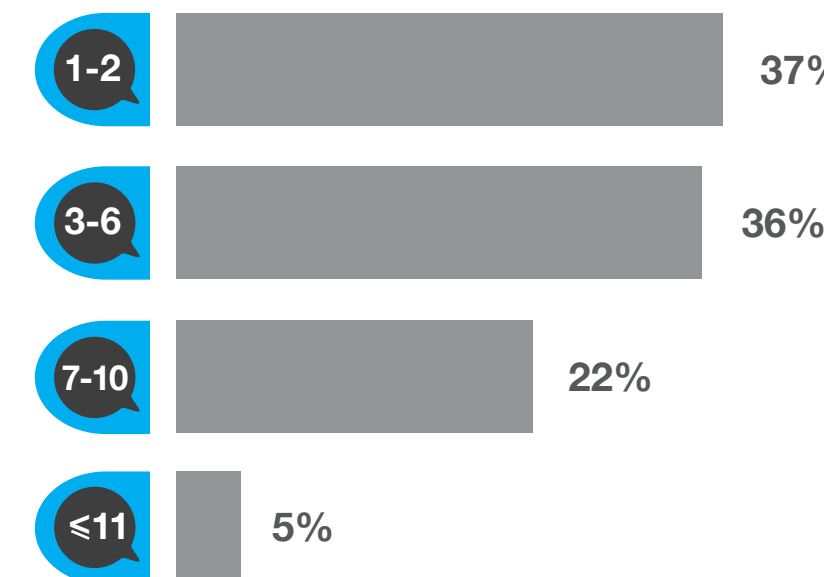
2. What is your job title(s)?



3. What areas of design do you practice?



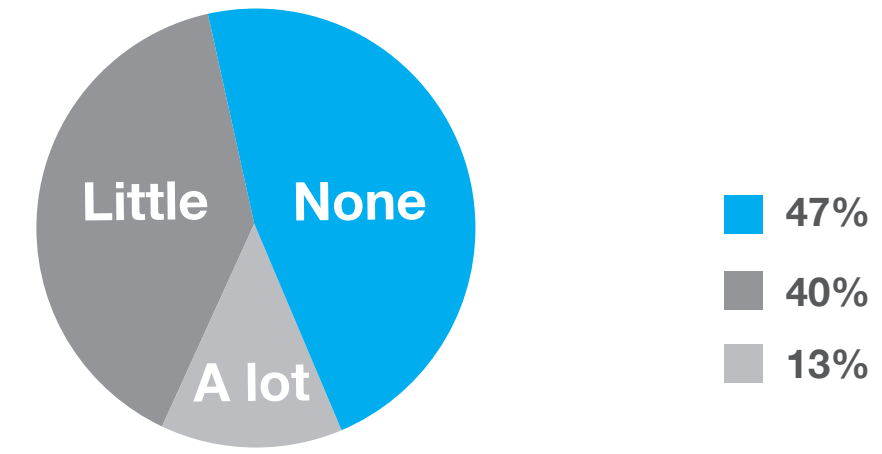
4. How many years of experience do you have in the business of graphic design?



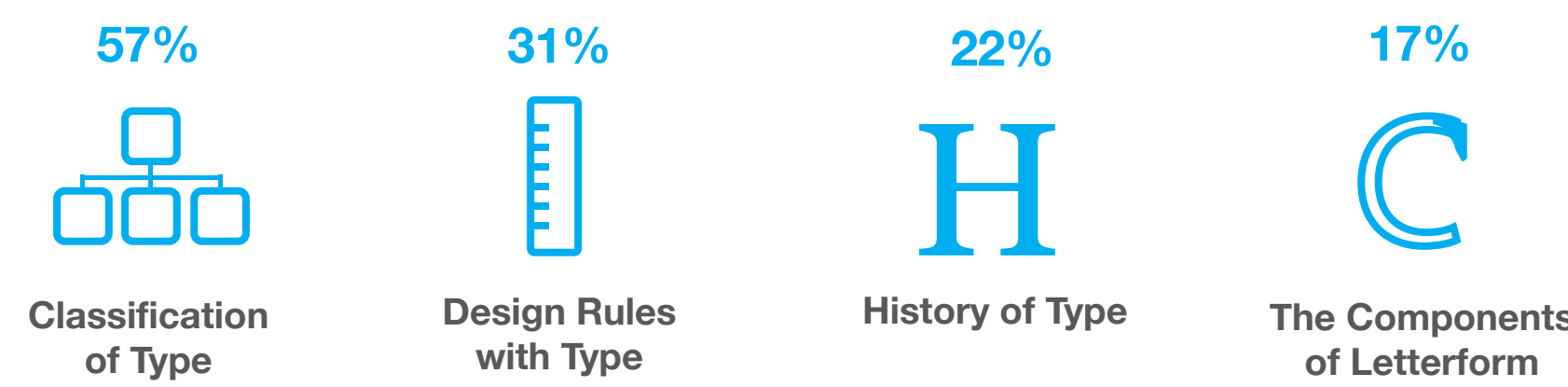
2 Experiences with Western Typography

"Experience with Western Typography" questions gathered information on how much background knowledge of Western typography participants have.

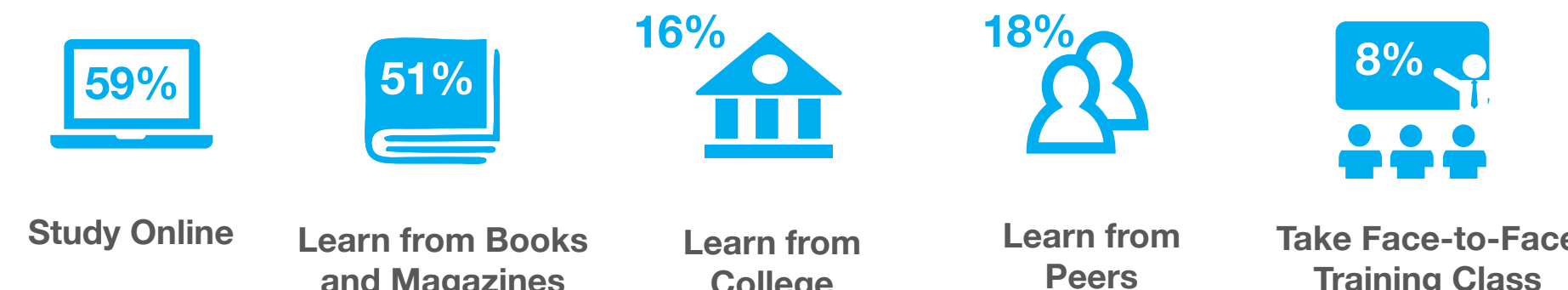
1. Are you familiar with "Western Typography"?



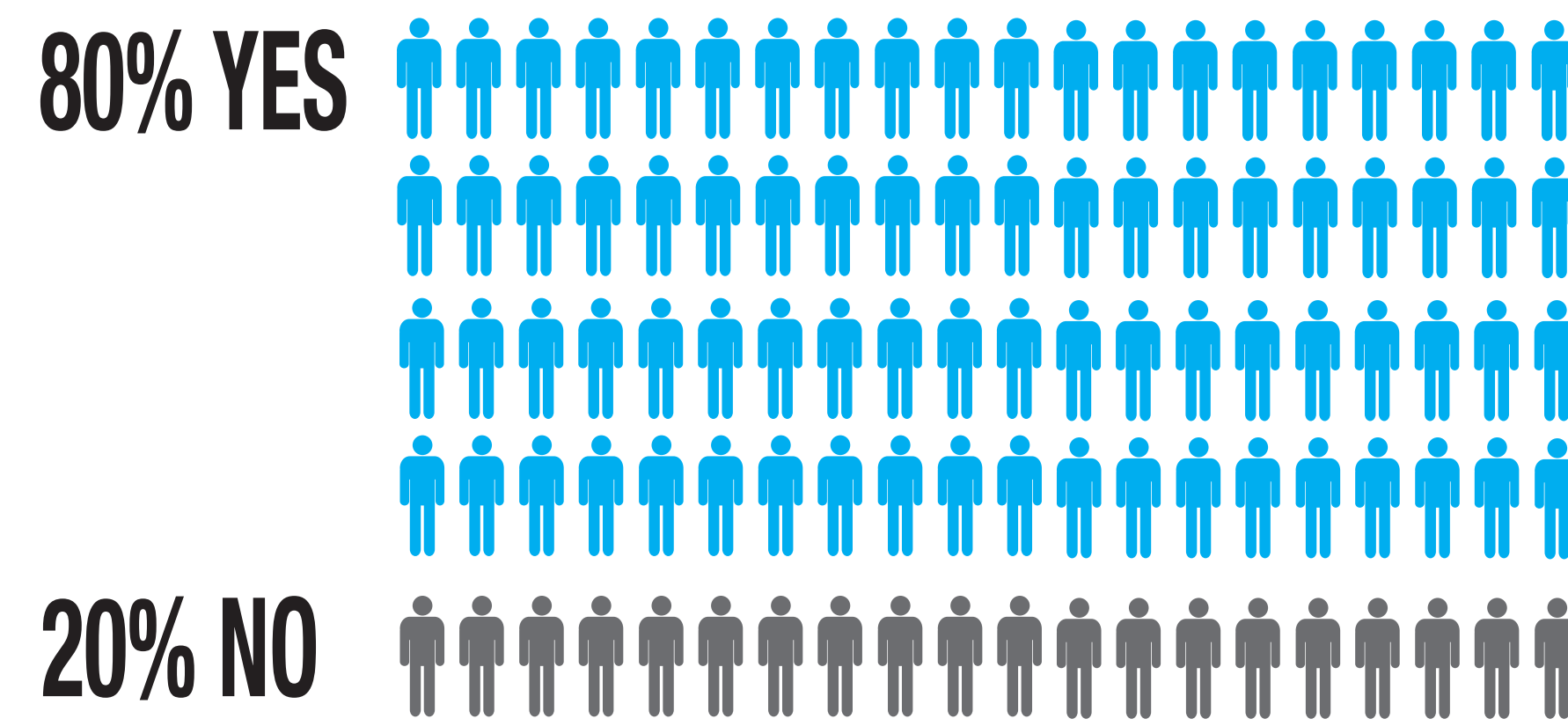
2. What have you learned about Western typography?



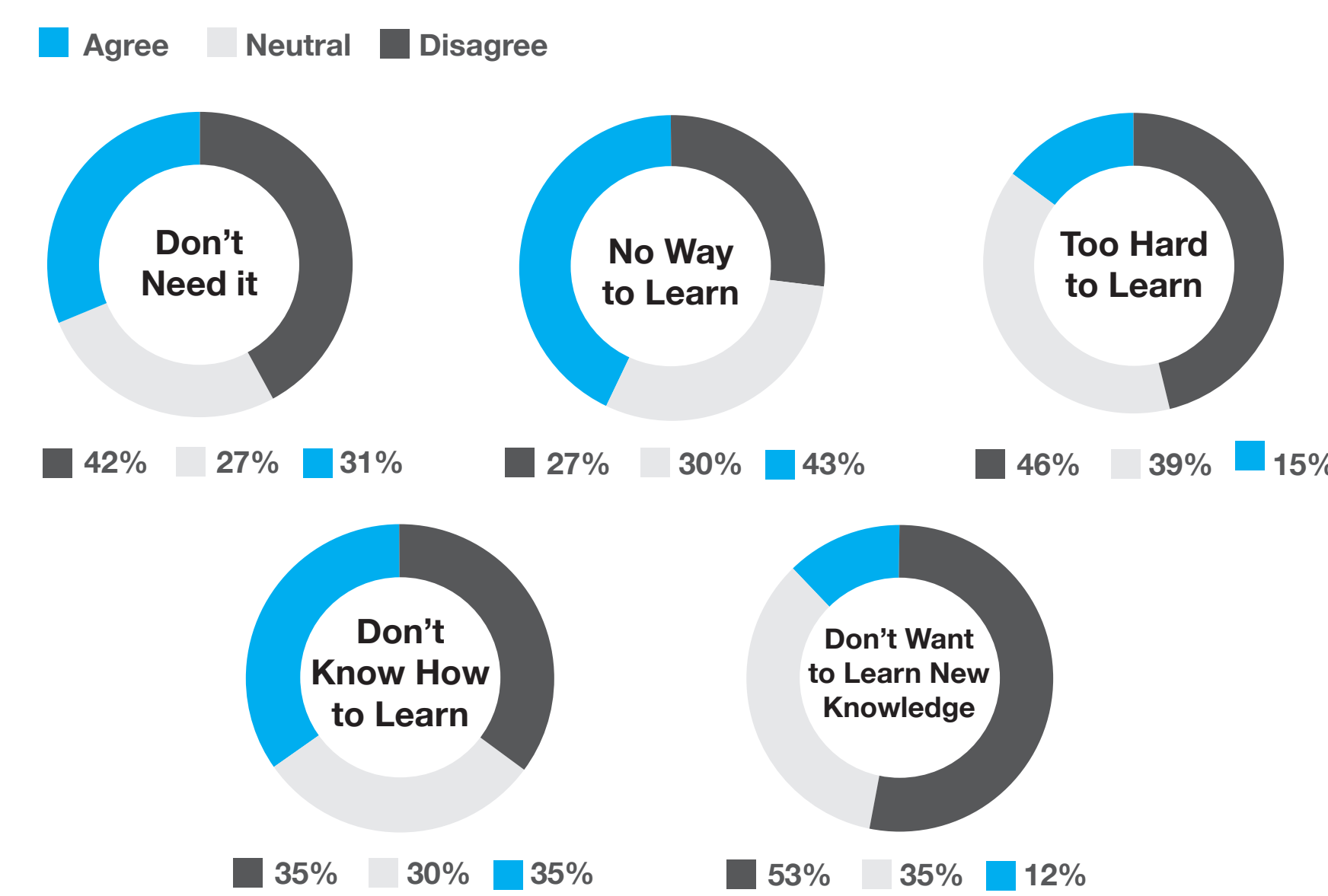
3. How did you learn about Western typography?



4. Would you like to learn about Western typography?



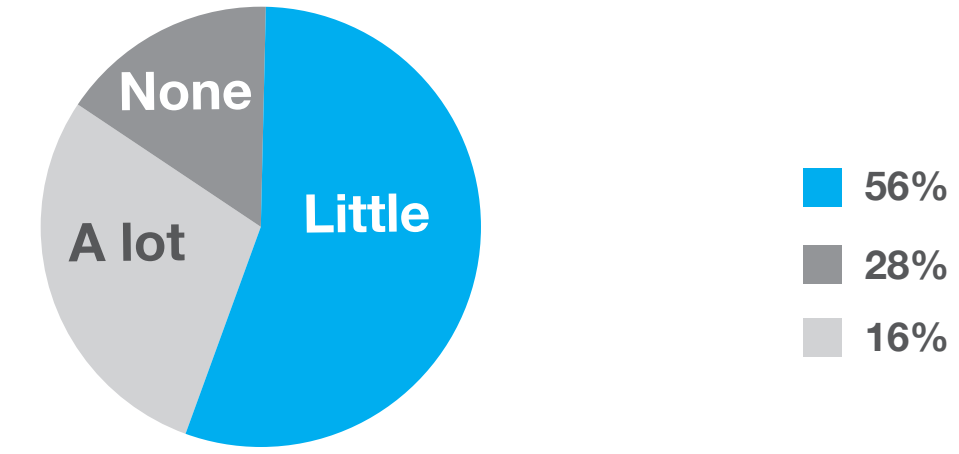
5. What are the reason(s) you don't want to learn Western typography?



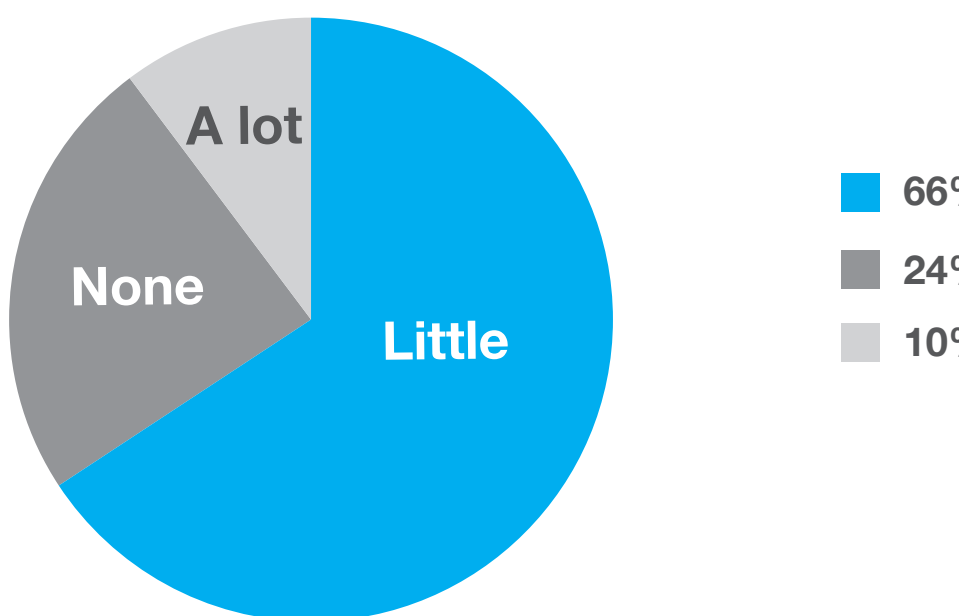
3 Design or Creative Process in Logo Design with Western Typefaces

"Design or Creative Process in Logo Design with Western Typefaces" questions concentrated on the process that Chinese designers currently use to select and use Western letters and typefaces in their logo designs.

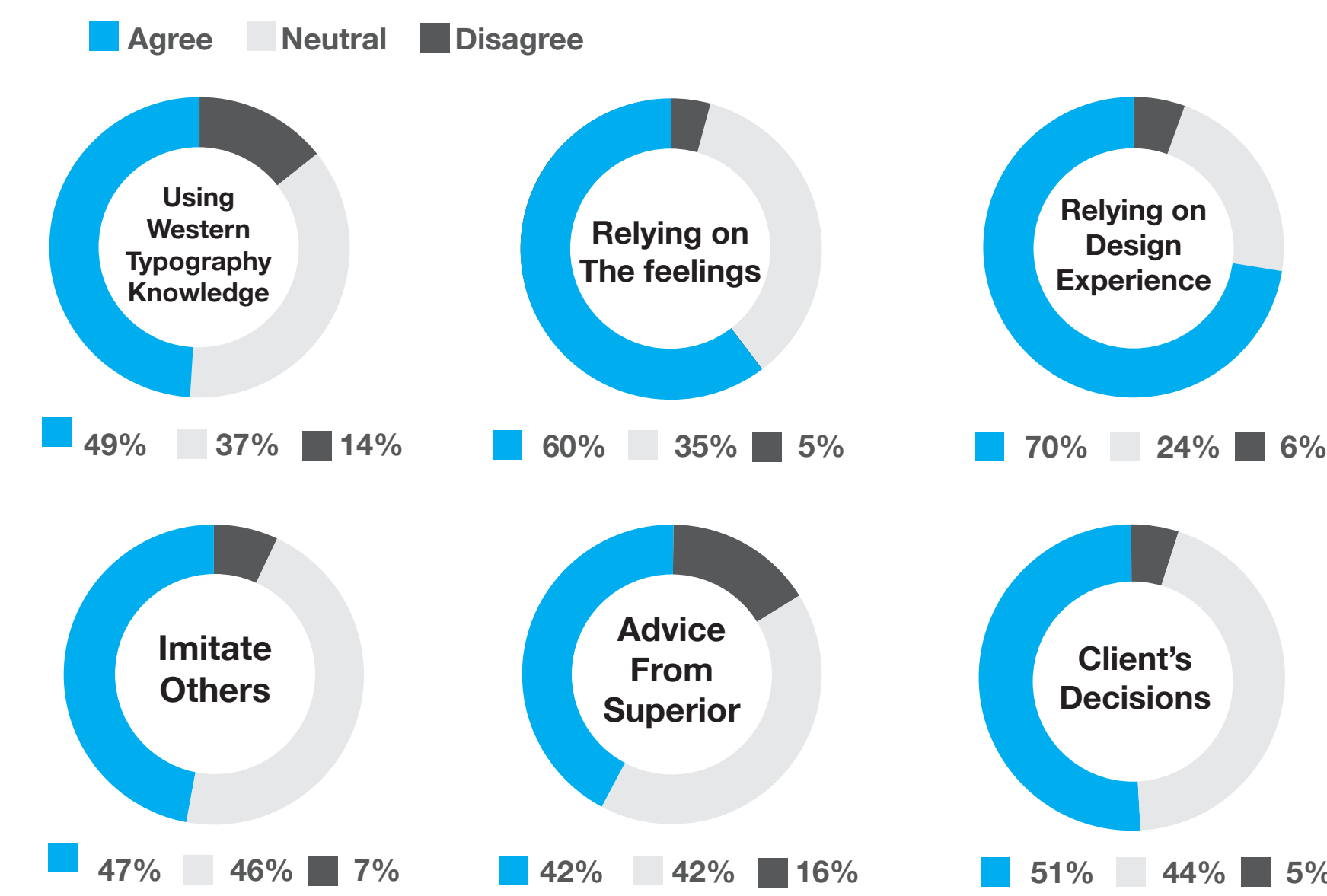
1. How much experience do you have in designing logos?



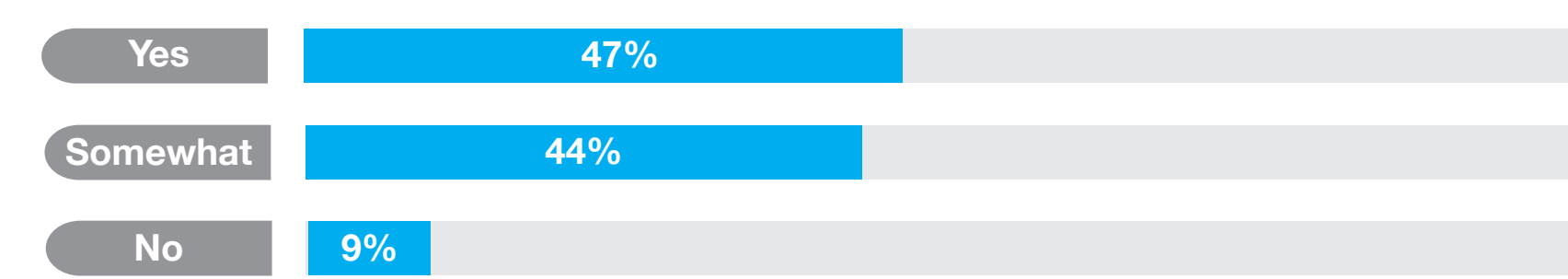
2. How much experience do you have of using Western letters and typefaces in your logo designs?



3. How do you choose Western typefaces for your logo designs?



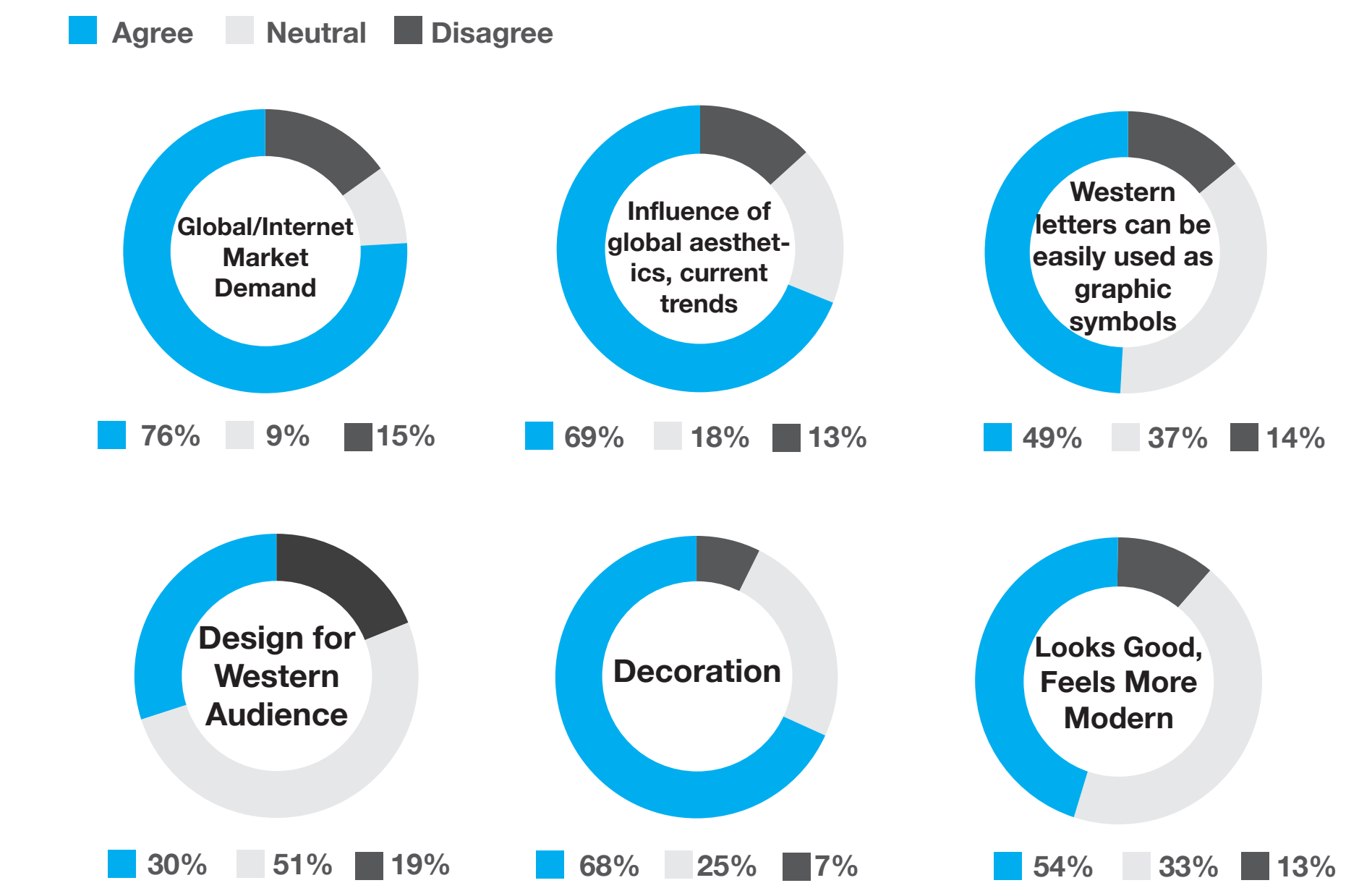
4. Do you know marketing and business goals before designing a logo?



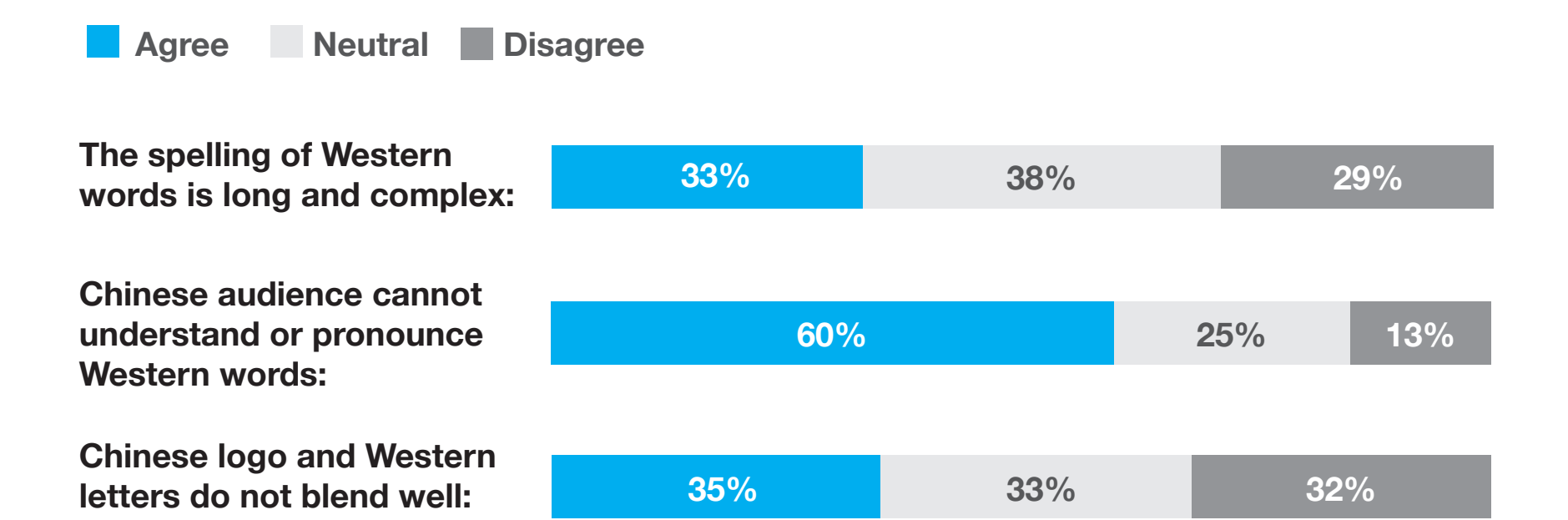
4 Logo Design in the International Environment

"Logo Design in the International Environment" questions collected data on Chinese designers' assessment of existing Chinese-English bilingual logo designs.

1. What is the most important factor(s) that makes Western typeface important in Chinese logo design?



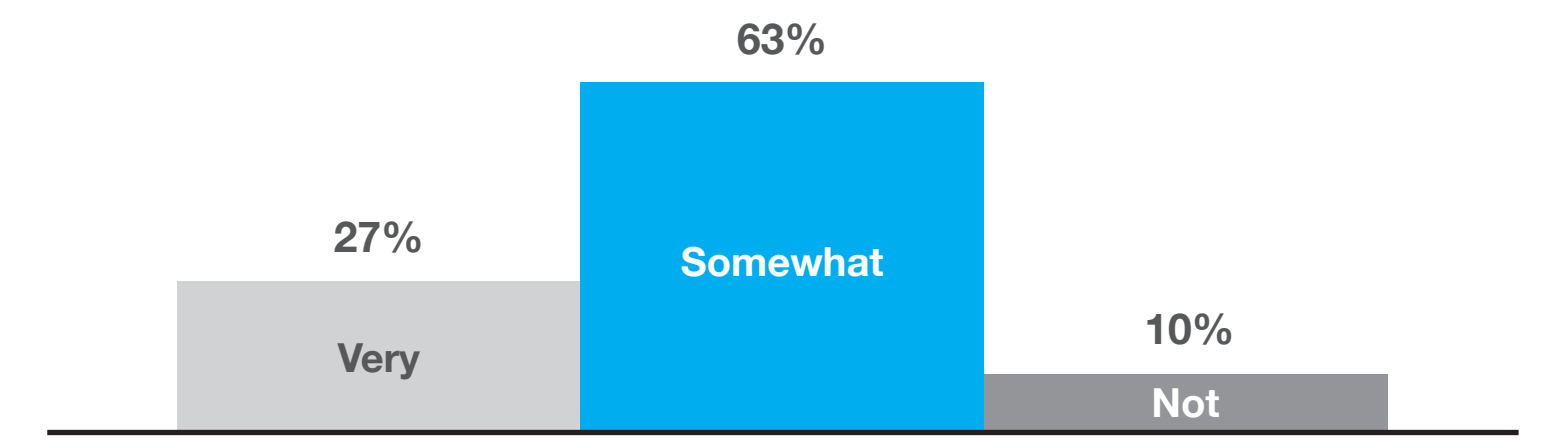
2. What is the disadvantage(s) of using Western letters in Chinese logo design?



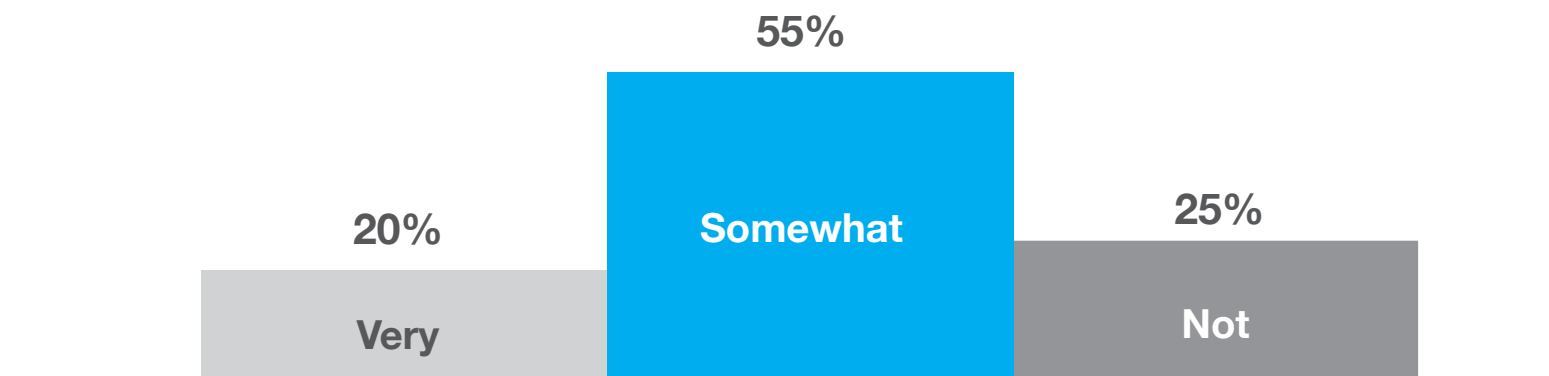
5 Demand Research

"Demand Research" questions assess the needs of Chinese graphic designers regarding education in Western typography.

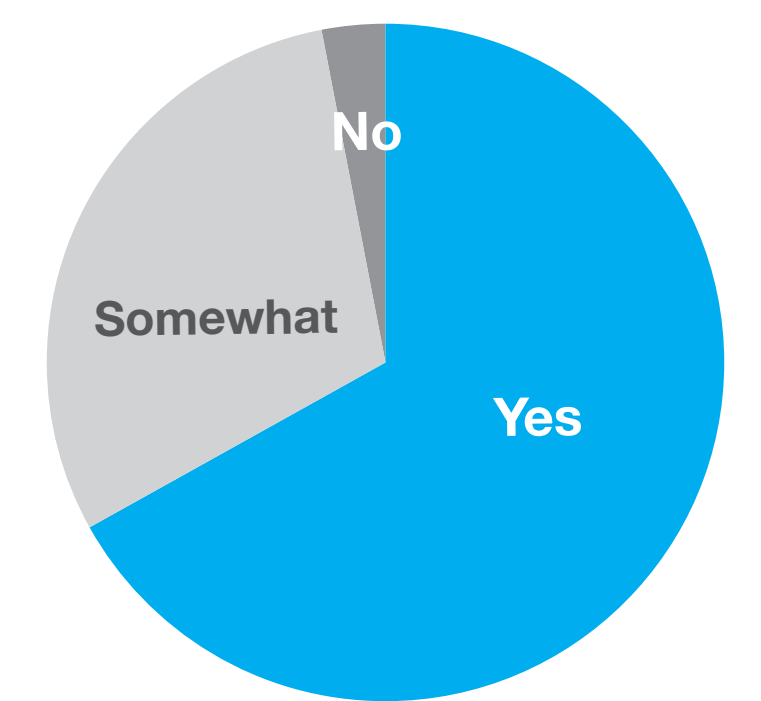
1. How important are Western typography practices to your company/school?



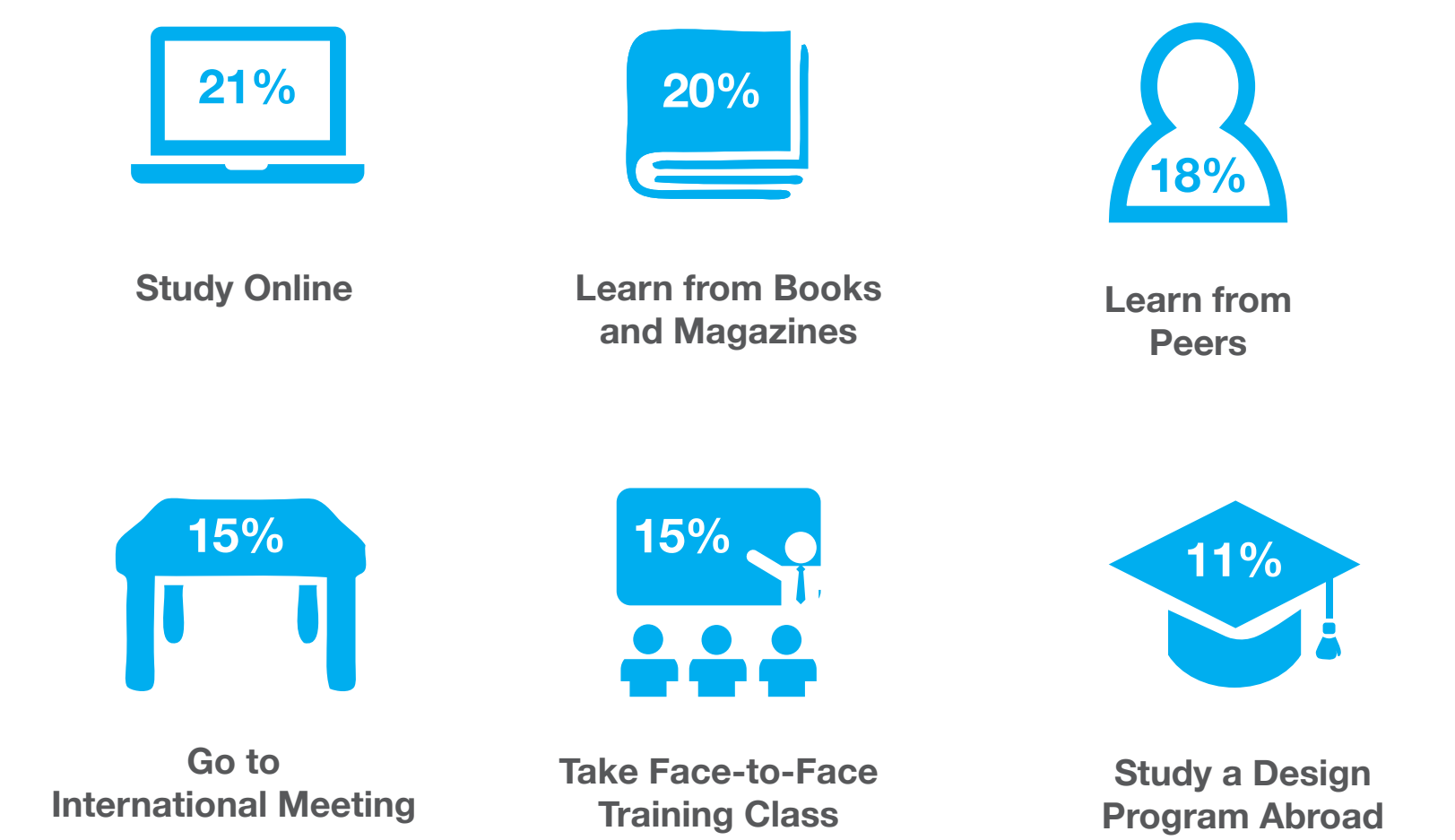
2. Does your company/school encourage learning Western typography as part of its business practice?



3. Do you think learning Western typography would be beneficial to the design profession or your company's industry?



4. If you want to learn about Western typography, in which way(s) you would like to learn?



5. Would you like a guidebook to help you develop your skills in using Western typefaces in Chinese logo designs?

