APPENDIX I

Questionnaire:

What is the importance of technology in your work sphere?

Do you relate to technology easily?

Are you dependent on technology for your work? If so to what extent?

Which computer do you use? Mac or PC (Compatible)? Why?

Which camera do you use? Film or Digital? Why?

Have you used a Film Camera and Dark room earlier? For how many years?

If so, how was the transition from film to Digital and from darkroom to Light room?

Are you always on the lookout for new equipment, Cameras – More Mega-Pixels, Lenses, Photo enhancing software etc?

Do you believe that computers enhance your creativity? Or they just help you in giving a better finished job?

Do you think of an idea first? Or use available (software/hardware/cameras etc.) methods to sort out your professional assignments first, then sit on the computer and adjust your idea?

Or you look for a solution provided by the computer software? And are always on look out for new software which will be faster and more acceptable in the market and to your client?
How much importance do you give to your own ideas and creativity vis-à-vis what is readily available on the camera/computer/software/hardware?

Do you believe in looking for technologies to support your ideas or you come up with ideas first then look for technologies to support your ideas?

Do you believe that advertising which carries a better message is more effective? Or the finer presentation may be more important for the success?

Do you believe that the appropriate use of technology in the making of the ad is more useful for the overall success of the advertising campaign, rather than using whatever is the flavor of the day to deliver finished results?

Appropriate use of the right technology with proper message content and emotions in the advertisement may have a better chance of success than computer/camera generated gimmicks? Do you agree?

Do you think that technology comes first? Or the human brain comes first? Please explain.

I would very much appreciate if you could give your views on the above.

Thank You
Shrikant Rakhe

Please give your details. The Information will be used for academic purpose only.

Name
Designation
Age
Gender: Male/Female
Address
Phone: