CSI PROD NOV 22 1993 238602

EXHIBIT 13

Examples of surveys done on the

packaging and the illustrations to be used

for the Eucational materials,

showing a cross section of the various publics surveyed:

Students 8 - 12

Students 13 - 18

Students Over 18

Parents/Teachers

SURVEY NAME: PACKAGING SURVEY FOR EDUCATIONAL MATERIALS
SURVEY TYPE: PACKAGING SURVEY
SURVEY PUBLIC: CHILDREN FROM 7 - 12 YEARS OLD
SURVEY NUMBER: 156
SURVEY PLACE: UNITED STATES
SURVEY DATE: 19 DECEMBER 1989

FOR THE SIZE:

QUESTION 1: IF THERE WERE WORKBOOKS FOR YOUR TO DO WHICH SIZE WOULD BE EASIER FOR YOU TO WORK WITH?

28.2% 11 3/4" x 8 1/4"
15.5% 8 3/4" x 14"
56.4% 9 1/2" x 11 3/4"

QUESTION 2: WHICH SIZE DO YOU LIKE BETTER:

42.3% 11 3/4" x 8 1/2"
14.1% 8 3/4" x 14"
43.6% 9 1/2" x 11 3/4"

QUESTION 3: IF THERE WERE WORKBOOKS FOR YOU TO DO WHICH WOULD BE EASIER FOR YOU TO WORK WITH?

38.5% PERFECT
21.8% PLASTIC SPIRAL
39.7% WIRE COILS

QUESTION 4: WHICH DO YOU LIKE THE BEST?

25.0% PERFECT
31.4% PLASTIC SPIRAL
43.6% WIRE COILS

LETTER TYPES:

QUESTION 5: WHICH OF THESE CAN YOU READ EASIER?

34.6% A
32.1% B
33.3% C

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QUESTION 6: WHICH ONE DO YOU LIKE BETTER?

31.4% A
44.9% B
23.7% C

LETTER SIZE:

QUESTION 7: WHICH OF THESE LETTER SIZES CAN YOU READ EASIER?

35.9% A
27.6% B
36.5% C

QUESTION 8: WHICH ONE DO YOU LIKE BETTER?

52.6% A
37.2% B
10.3% C

FORMAT:

QUESTION 9: IF THERE IS A BOOK FOR YOU TO READ AND DO LESSONS, WOULD YOU LIKE:

21.2% TO DO THE LESSONS IN A LITTLE SEPARATE BOOK
42.9% DO THE LESSONS IN THE SAME BOOK
35.9% DO THE LESSONS IN A BLANK PIECE OF PAPER

QUESTION 10: DO YOU LIKE BOOKS THAT ARE:

52.7% HARD BACK
46.1% PAPERBACK

Instructions

Do this survey on 5 people from each of the categories. Five of these should be staff, parents or students of your school or center and 5 should be public (not part of your group). Note down on the survey what type of public is being surveyed. Use a separate survey form for each person surveyed as this will make it easier to tabulate the survey.

You should have received 3 different pictures along with this survey. These should be marked A, B, and C. Take these and neatly paste them to stiff paper or card board. These are the illustration cards you will use to do the survey. The procedure would be, show board A, ask the question, write down the answer, show board B, etc. After you have done all 3 boards, ask the rest of the questions on the survey.

Make sure you record all data given by the person being surveyed as this will be very important in determining the final illustration style for the new materials.

Thank you!

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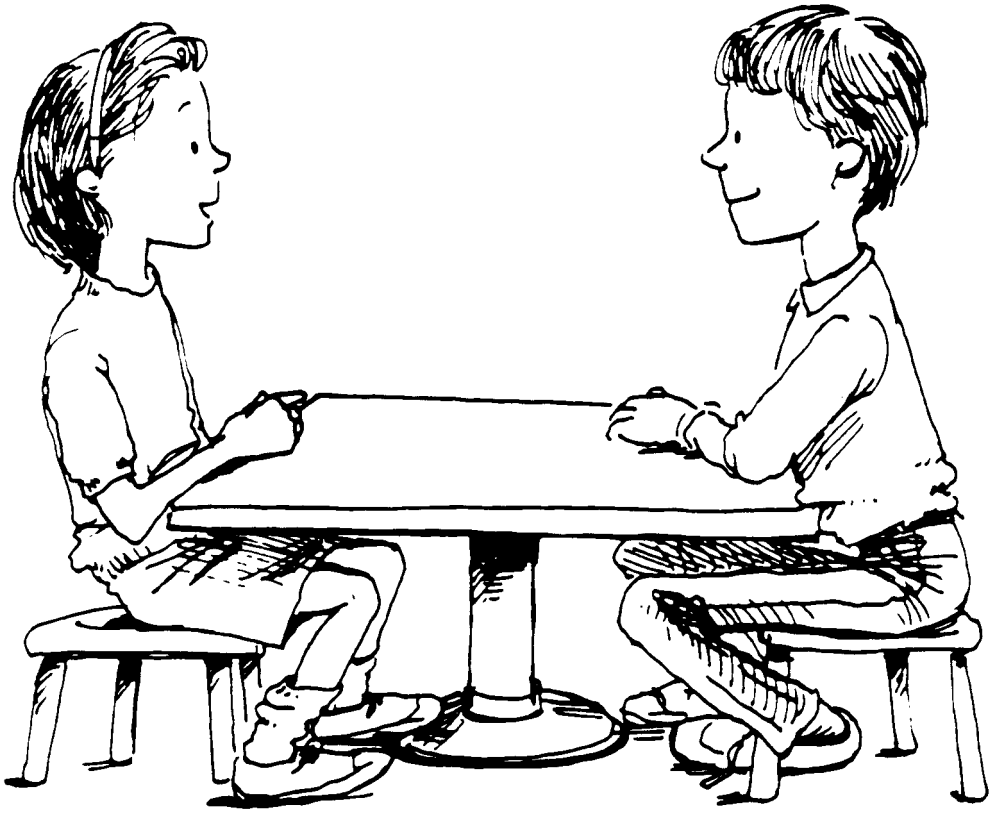
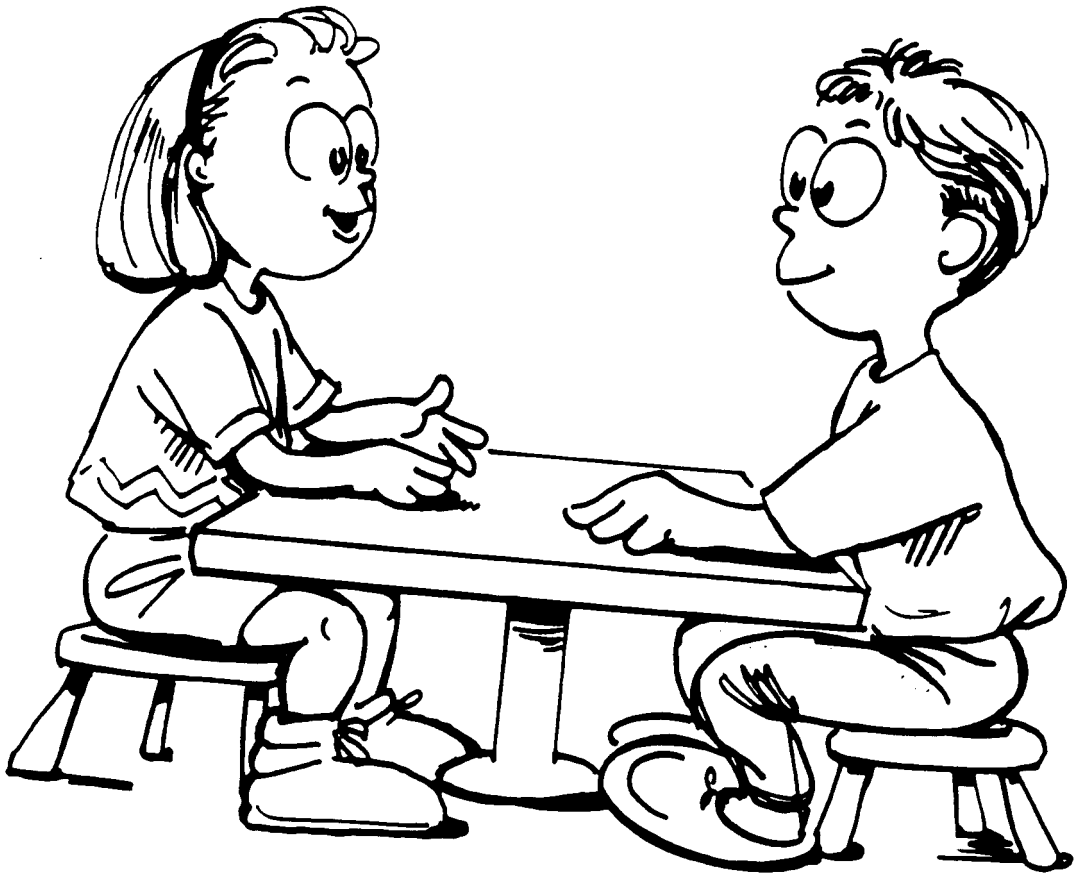
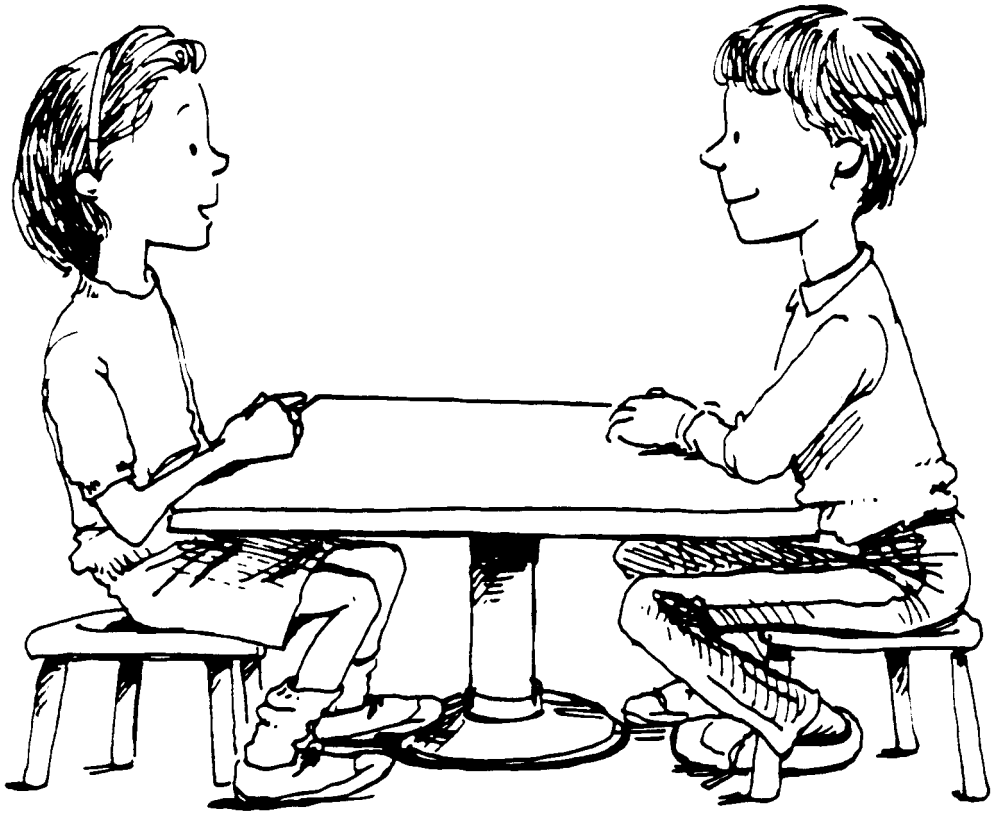


CSI PROD NOV 22 1993 238608



CSI PROD NOV 22 1993 238609



CSI PROD NOV 22 1993 238610

Illustration style survey for Applied Scholastics/Education books

9

.dents 8-12

1) What impression did you get from this?

Show sample A
(note answer) F talking

Show sample B
(note answer) talking

Show sample C
(note answer) talking

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

C

4) What is it that you like about that style?

Bigger

5) Is there anything you do not like about that style? What?

no

CSI PROD NOV 22 1993 238611

Illustration style survey for Applied Scholastics/Education books

idents 8-12

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

B

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

B

4) What is it that you like about that style?

Shows how friends are

5) Is there anything you do not like about that style? What?

no

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) happy to learn

Show sample B (note answer) happy

Show sample C (note answer) happy

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

B

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

B

4) What is it that you like about that style?

her dress

5) Is there anything you do not like about that style? What?

no

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Illustration style survey for Applied Scholastics/Education books

.udents 8-12

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

3) If these were pictures for a book that would help you learn, which of hose four styles would make you want the book?

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

Illustration style survey for Applied Scholastics/Education books

tudents 8-12

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

C

4) What is it that you like about that style?

Don't know - just like it

5) Is there anything you do not like about that style? What?

No

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Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) The girls talking to the boy & the boy is smiling

Show sample B (note answer) Same as (A)

Show sample C (note answer) The girl is talking to boy & boy is listening to girl.

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

(B)

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

(B)

4) What is it that you like about that style?

The girl is talking very nicely to boy & the both have a nice style of talking.

5) Is there anything you do not like about that style? What?

No.

Student - 8yrs.

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) They're talking.

Show sample B (note answer) She's happy.

Show sample C (note answer) They're bigger.

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

(B).

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

(A).

4) What is it that you like about that style?

I like how they look.

5) Is there anything you do not like about that style? What?

No.

Student - 8 yrs.

Illustration style survey for Applied Scholastics/Education books

(10 yrs old)

tudents 8-12

1) What impression did you get from this?

Show sample A
(note answer)
they are happy

Show sample B
(note answer)
Also happy

Show sample C
(note answer)
Still happy

2) If these were pictures for books that would help you learn, which of these ~~four~~ 3 styles would you like the best?

B

3) If these were pictures for a book that would help you learn, which of those ~~four~~ 3 styles would make you want the book?

C

4) What is it that you like about that style?

looks like really learning + understanding + like what they are doing

5) Is there anything you do not like about that style? What?

NO

REC

Illustration style survey for Applied Scholastics/Education books

11 yrs

Students 8-12

1) What impression did you get from this?

Show sample A
(note answer)
2 Kids sitting

Show sample B
(note answer)
Same

Show sample C
(note answer)
2 people setting down

2) If these were pictures for books that would help you learn, which of these ~~four~~ 3 styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of those ~~four~~ 3 styles would make you want the book?

C

4) What is it that you like about that style?

~~exp~~ just different - make me want the boo

5) Is there anything you do not like about that style? What?

NO

8 yrs old

mild int 1. A. Um - the girl is talking to the boy over here

cheerful B the girl is talking to the boy

distant C. 2 people are smiling at ea. other

mild int 2. B

3. B

4. C is just there - like sitting there & smiling — A is like little bitty babies talking to ea. ~~[illegible]~~ other — But B - the girl looks like she's 8 yrs. old & doing a dril

boredom 5. No.

Sivan St. Laurent
11 yrs old

Student 8-12

mild int. 1. A. The little girl is using correct tone & not shouting it out to the boy. They look like they're doing a drill

mild int. B. They're talking - blowing - seem happy - have no materials on their desk so that's a sign of blowing

mild int. C. 2 teenagers doing a drill - like at the ice & they're confronting each other

2. A

3. A

4. It looks very cartoonish which children enjoy and B looks not as cartoonish & C. looks like an everyday picture

5. Yes - in 3. picture - the boys aren't saying anything they're just sitting there smiling

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1 Jun 90

Sabrina H. Lowe. 4 — Student 8-12

1 yrs. old

1. A — with 2 people sitting at a table & they're smiling

" B. 2 people sitting at a table smiling

" C. 2 persons sitting at a table in a restaurant.

2. None of 'em

3. None of 'em

4. A – look like it would be tots class
B – " " " " kindergarten
C – " " " " middle school
so going up in a gradient interests me.

5. The table – they don't look real. The girl in C looks like a boy. That's it.

Ast

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Nicki Jackson
11 yrs old

Student 8-12

Contents 1. A. 2 kids being upstone & doing TRO eyes open

Strong int. B. 2 kids concentrating on what they're doing

Distinct. C. 2 grownups doing TRO eyes open really concentrating on what they're doing

mild int. 2. B

mild int. 3. C

4. it makes it look like they're concentrating (c) really hard on what they're doing

Boredom 5. No

Aust.

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Michael McLaughlin

Students 8-12
9 yrs old

mild int. 1. A) Talking -- interested

strong int. B) Very interested

mild int. C) Interested in the subject. Happy

2. B

3. B

mild int. 4. Well, I think it's cute & they're interested in a subject and they're happy about it. & it's really interested.

mild int. 5. No. —— Yeah. Uh the table legs - it's kinda weird. It just looks like a stool & a board.

CSI PROD NOV 22 1993 238624

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

B

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

B

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

No.

A+

Illustration style survey for Applied Scholastics/Education books

tudents 8-12

1) What impression did you get from this?

Show sample A (note answer)

Show sample B (note answer)

Show sample C (note answer)

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

C

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

No.

A4

CSI PROD NOV 22 1993 238626

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

A

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

A

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

No -

A+

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

No.

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

A

3) If these were pictures for a book that would help you learn, which o those four styles would make you want the book?

A

4) What is it that you like about that style?

is interesting

5) Is there anything you do not like about that style? What?

They have a so table

A4

Alicia Norman 8 yrs old

1. A - 2 people sitting at a desk & talking

B - 2 big people sitting at a desk & looking at each other

C - 2 people & a girl is talking to a boy

D - 2 bigger people & a girl is talking to the boy again

2. (Looks over all the pictures) (Com lag)
D

3. D - I like that drawing.

4. It looks more like a person & it looks like these people are keeping their TR's in & they're studying. They're doing a drill together.

5. Well the table looks very short. It's like me sitting at a desk "this" tall. (shows with hand).

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Michael McFadyen 9 yrs. old

1. A Uhm... Happy Yeah! and uh- talking

B TR's w/ a table

C. Talking um... they're interested in what they're talking about

I like these drawings

D. Talking about something serious

2) C

3) C

4) Well, I like how they're interested in what they're talking about and how they're getting into it — and its cute. I like they're haircuts

5) NO

H ____ & the table & stools look real

____ B - it looks pretty funny — that's all - it wouldn't make me learn any better.

5) B - NO

____ D - NO

Zachary DeWitt 10 yrs. old

1. A. A boy talking to a girl & they're both sitting down by a table.

B. That this girl & this boy like each other & they're sitting in chair & they're right by a table & the girl's fixing to talk.

C. That ah.... they're playing some game w/ their fingers & they're sitting in chairs & they're putting they're hand on the table and they're having fun — and it look funny.

D. I got that they're just sitting down & in chairs & they have they're hands on the table & the girl has her finger pointing & direction & she's saying something to him.

2) D

3) B

4) D — Well, it has a picture of real people — it's not cartoon & it look like real boy & girl.

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5. B – if they're in a conversation – they have no materials on their desk whatsoever.

C – well, you're not supposed to be talking in a ~~class~~ conversation & they have no materials a their desk – and from what I've learned blabbing is a sign of MO's

11 yrs old

1. A. I get that 2 people are talking & that they are talking about studies. They seem happy.
   B. (laugh) a student helping another student
   C. I see 2 people sitting at a table having a good time
   D. 2 people helping each other on their studies.

2. C

3. B

4. C – it shows them more doing things & is more reality to me
   B – is just a quick sketch & I like that I can really make out what they want you to see

5. It seem like on all of them they don't have studies or a dictionary or anything like that. The best picture I got is just 2 people sitting down at a table.

Sandra Patterson

11 yrs old

1. A. (laughs) funny cute

B. Aw! They look like the Simpson funny cartoon people

C cute - funny - cartoon people & good drawing

D grown-up — I like this one and GOOD

2) Thats a hard decision — (points to D) I'd like this one

3) This one (points to B)

4. D = more grown-up like
B - funny and its cute

5 D - NO
B - NO

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Sherin St Laurent 11 yrs old

1. A I got a boy talking to a girls - TR's. Blowing

B From the way they're sitting they might be doing TR's. They might be talking & waiting for their food - like at a restaurant

C I got that these 2 people have just done a comp and it was very difficult and they're talking about it

D 2 people talking together about their studies & TR's - look like they're doing TR 1

2. B

3. C

4. B - They look like they're cartoon characters & they're just waiting & sitting there

C - They look like their doing TR's and you can use that in promo

CSI PROD NOV 22 1993 238637

Melinda Cook

11 yrs old

1. A ~~Somebody playing a game~~

B ~~Somebody~~ talking to somebody else

C A boy & a girl playing

D A boy & a girl talking

2. D

3. Thats kind of hard. Um I guess B.

4. D - I like it because it was just sort of plain - just a boy & a girl just talking

B - I liked it because it was interesting and kind of made you want to look at it

5. Which one?

I sort of don't like how their legs are curved on #B

That's all

Quentin DeWitt 11 yrs. old

1) A. Telling or asking or talking

B TR's

C. Happiness and like showing something w/ the hands — the other one looking & getting it

D. Someone talking to the other one and the other one listening and sitting in their seats properly & just doing whatever their doing

2) D

3) D

4) it looks more like people & it doesn't look like their having funny faces & looking weird or punky or just ... WEIRD! The other look like they're playing around. B looks like the Simpsons & they're always playing around

5) NO

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Morgan Hess 11 yrs old

1) A. That they were playing a game.

B. That they were talking about something

C. That they were having a comm cycle.

D. That they were talking about something that they did that day

2) I don't know, they're all good drawings.

3) D

4) It seems like it's really — that they are really real people & aren't just a cartoon character.

5) NO

Illustration style survey for Applied Scholastics/Education books

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) Happy + talking + listening

After comment: - Actually these [illegible] are squash[illegible] look at!

Show sample (note answe[illegible] Happy + listening to s/one talk

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Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) Girl person is talking to another person.

Show sample B (note answer) Now girl is talking to boy.

Show sample C (note answer) These 2 know each other better than prev. 2 — They're talking easier.

Show sample D (note answer) These 2 people are a little more formal — the ones are more relaxed.

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of these four styles would make you want the book?

C

4) What is it that you like about that style?

That it's Black, Calm

5) Is there anything you do not like about that style? What?

No

stration style survey for Applied Scholastics/Education ' ks

Student 1-12

... impression did you get from this?

Show sample A (note answer) The boy's telling the girl something

Show sample B (note answer) The girl is telling the boy something

Show sample C (note answer) The girl is telling the boy something [illegible]

Show sample D (note answer) The girl is telling the girl something

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

D

3) If these were pictures for a book that would help you learn, which of these four styles would make you want the book?

D

4) What is it that you like about that style?
The children look more like human beings.

5) Is there anything you do not like about that style? What?

No.

Student at Mobility School – 8 yrs.

Illustration style survey for Applied Scholastics/Education books

Students (8-12)

1) What impression did you get from this?

Show sample A (note answer) cozy talking to girl. attention to girl

Show sample B (note answer) laughs - Bart Simpson
Shes talking - Shes looking

Show sample C (note answer) bubble eyed creatures.
Shes explaining w/ her hands

Show sample D (note answer) Shes talking. Not alot of interaction in it.

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

A

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

D

4) What is it that you like about that style?

people look realistic

5) Is there anything you do not like about that style? What?

No really.
did put color in it
Real chairs instead of stools
Eyes more real.
Clothes instead of shorts
Long hair on the girl.
Definately add color

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) 2 people turning, bullheading

Show sample B (note answer) reading looking - Communicating w/ eachother

Show sample C (note answer) talking + in comm w/ eachother

Show sample D (note answer) talkin + in comm w each other turning on course or something

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C + D C is favorite color

3) If these were pictures for a book that would help you learn, which of these four styles would make you want the book?

C good picture

4) What is it that you like about that style?

eyes + how looking. Really in comm + the way they are drawn

5) Is there anything you do not like about that style? What?

Not really

don't think so

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) people talking

Show sample B (note answer) people looking at eachother

Show sample C (note answer) people liking each other

Show sample D (note answer) people talking

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

A

4) What is it that you like about that style?

A looks good & might make the book better for people

5) Is there anything you do not like about that style? What?

No

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Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) boy telling girl a story or something

Show sample B (note answer) girl talking to boy. I don't know. Not something dull

Show sample C (note answer) girl explaining something very interesting

Show sample D (note answer) girl talking about something not exciting or dull. Like what she did over the weekend

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

B. sorta like the simpsons my friends like simpsons.

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

A - like Scott Sutton would do it.

4) What is it that you like about that style?

I just like it. It's neat & I would expect to see it in a book.

5) Is there anything you do not like about that style? What?

Table looks to big make people look small.

CSI PROD NOV 22 1993 238647

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) talking. happy

Show sample B (note answer) looking at each other

Show sample C (note answer) talking + looking at each other

Show sample D (note answer) same - every picture

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

A

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

C

4) What is it that you like about that style?

neat pictures. I like the drawing

5) Is there anything you do not like about that style? What?

No

CSI PROD NOV 22 1993 238648

Alex
May 1.

B - doesn't look like a/g
doesn't look like they're doing a/g
looks like the
- funny - Simpsons

C - someone expressing s/g
by talking + with their hands

D - don't like it.

2.) C

3.) B

4.) lots of
people
like the Simpsons

5.) they're just
sitting there
not doing
a/g

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) Talking

Show sample B (note answer) Two boys - Enjoying the book on their faces

Show sample C (note answer) None. Frowns

Show sample D (note answer) Brother & sister sitting at table

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

A

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

D

4) What is it that you like about that style?

D More realistic

D Looks like type id have Realistic

5) Is there anything you do not like about that style? What?

NO

CSI PROD NOV 22 1993 238650

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) Sharing. Talking. Having a talk. [illegible] Laughing

Show sample B (note answer) [illegible] - teenagers talking [illegible] a talk in a while

Show sample C (note answer) Playing a finger game - Talking

Show sample D (note answer) Talking. Girl looks hungry

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

F.

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

& A

4) What is it that you like about that style?

The picture

5) Is there anything you do not like about that style? What?

No.

CSI PROD NOV 22 1993 23865

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) Good Looks talking

Show sample B (note answer) Not bad

Show sample C (note answer) not bad at all

Show sample D (note answer) Good

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

B

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

B

4) What is it that you like about that style?

Not as dark as the others

5) Is there anything you do not like about that style? What?

Nothing

CSI PROD NOV 22 1993 238652

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) Talking Telling jokes

Show sample B (note answer) Talking over something

Show sample C (note answer) Having fun

Show sample D (note answer) Talking about & want to. ride bikes or something

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

B

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

B

4) What is it that you like about that style?

funny Like Simpsons

5) Is there anything you do not like about that style? What?

No

CSI PROD NOV 22 1993 238653

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) Happy + Talking

Show sample B (note answer) Thinking

Show sample C (note answer) Happy

Show sample D (note answer) just sitting there

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

B

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

B

4) What is it that you like about that style?

Happy

5) Is there anything you do not like about that style? What?

No

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) — [illegible] look sloppy [illegible] hair looks sloppy

Show sample B (note answer) — sloppy — looks like Bart Simpson + Sister

Show sample C (note answer) — looks like a pretty good comic [illegible]

Show sample D (note answer) — don't know

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

like C + D , D

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

C or D — C looks more cartoonlike

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

D looks more polite nicely drawn etc

no

CSI PROD NOV 22 1993 238655

age 8-12

1) Sample + Kalvin + Hobbs Sort of
the guy is saying s/g to other
person.

sample B
Bert Simpson + his mom
two character look like
they are shy to ea. other.

sample C
He's listening to her idea.

sample D
looks like Lucas. Looks
like she's talking to him
He looks amused.

2.) (B looks goofy)
D looks more like real
people

3) U

4.) looks valentai

5.) nope

CSI PROD NOV 22 1993 238657

Illustration style survey for Applied Scholastics/Education

Students 8-12

1) What impression did you get from this?

Show sample A looks like - his hair is out + I don't like it.
(note answer)

Show sample B
(note answer) I wouldn't buy it. I hate it

Show sample C
(note answer) that looks like people more like this there ... realistic

Show sample D
(note answer) this appeared older - faces. more studious

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

C -

4) What is it that you like about that style?

more in comm - there happy.

5) Is there anything you do not like about that style? What?

they should have a book in one of their hands.

CEI PROD NOV 22 1995

Illustration style survey for Applied Scholastics/[illegible]

Students 8-12

1) What impression did you get from this?

Show sample A
(note answer)

looks like a guy talking to girl on the picture

Show sample B
(note answer)

looks girls talking weird looking people.

Show sample C
(note answer)

don't like big eyes - rest is better vector - faces on the first belt.

Show sample D
(note answer)

Dark - the A looks for littlest kids - D for this group age.

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

D - for this age group.

3) If these were pictures for a book that would help you learn, which of these four styles would make you want the book?

D.

4) What is it that you like about that style?

Look like 8-12 look real not so cartoon looking

5) Is there anything you do not like about that style? What?

this look like wasp - kids that are real and look more chinese or black. mixed them up.

idents 8-12

1) hat impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

Show sample D
(note answer)

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

If these were pictures for a book that would help you [illegible] which of those four styles would make you want the book?

4) What is it that you like about that style?

look more like a real person

5) Is there anything you do not like about that style? What?

is not as animated and lively.

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) The boy's telling the girl something

Show sample B (note answer) The girl is telling the boy something

Show sample C (note answer) The girl is telling the boy something at the table

Show sample D (note answer) The girl is telling the girl something

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

(D)

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

(D)

4) What is it that you like about that style?
The children look more like human beings.

5) Is there anything you do not like about that style? What?

No.

Student at Ability School — 8 yrs.

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) Happy + talking + listening. After comment. - Actually these girls are squashed - look cut the legs.

Show sample B (note answer) Happy + listening to s/one talk.

Show sample C (note answer) looking at s/one + listening + demonstrating s/thing with the hand.

Show sample D (note answer) Talking + pointing to something + listening

2) If these were pictures for books that would help you learn, which of these four styles would you like the best? (D)

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book? (A)

4) What is it that you like about that style?

Its funny — hair + squashed legs.

5) Is there anything you do not like about that style? What?

No.

Student at Ability School — 9yrs.

CSI PROD NOV 22 1993 238662

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) Some kids talking

Show sample B (note answer) Looks like 2 kids leaving out Each other.

Show sample C (note answer) 2 kids explaining something

Show sample D (note answer) 2 kids just sitting down

2) If these were pictures for books that would help you learn, which of these four styles would you like the best? (D)

3) If these were pictures for a book that would help you learn, which of hose four styles would make you want the book? (D)

4) What is it that you like about that style?

The people don't look weird

5) Is there anything you do not like about that style? What?

No.

(Student at Trinity School - 9yrs.)

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) She's talking to girl but girl doesn't look interested

Show sample B (note answer) She's talking to him but he looks retarded

Show sample C (note answer) She's talking to him & he's very interested

Show sample D (note answer) She's talking to him & he's very interested

2) If these were pictures for books that would help you learn, which of these four styles would you like the best? (C)

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book? (B)

4) What is it that you like about that style?

It's strange & real weird but it's interesting -

5) Is there anything you do not like about that style? What?

"Retardedness". Just the way their faces look. They look robotic.

(Trinity School Student — 12 yrs)

CSI PROD NOV 22 1993 238664

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) Good

Show sample B (note answer) Fiction

Show sample C (note answer) Warm

Show sample D (note answer) Learning

2) If these were pictures for books that would help you learn, which of these four styles would you like the best? (B)

3) If these were pictures for a book that would help you learn, which of hose four styles would make you want the book? (A)

4) What is it that you like about that style?

It shows goodness.

5) Is there anything you do not like about that style? What?

No.

Student at Ability School — 10 yrs.

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) Girl person is talking to another person

Show sample B (note answer) Low girl is talking to boy.

Show sample C (note answer) Those 2 know each other better than previous 2 — they're talking easier.

Show sample D (note answer) Those 2 people are a little more formal — the ones are not relaxed.

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of hose four styles would make you want the book?

C

4) What is it that you like about that style?

That its relaxed, calm.

5) Is there anything you do not like about that style? What?

No.

(Student 11 yrs.)

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) Them talking

Show sample B (note answer) Them sing maybe

Show sample C (note answer) Staring at each other

Show sample D (note answer) Just sitting there.

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

(B).

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

(D)

4) What is it that you like about that style?

Cause they look at each other — not a 'goofy' book. Something that won't look into or read carefully.

5) Is there anything you do not like about that style? What?

No.

(Student 11 yrs)

Illustration style survey for Applied Scholastics/Education books

Students 8-12

1) What impression did you get from this?

Show sample A (note answer) 2 happy kids, boy + girl, girl talking to boy + boy's listening

Show sample B (note answer) 2 kids that look happier + talking to each other + listening.

Show sample C (note answer) 2 happy grown-ups. Boy's listening + girls talking + they're looking at each other.

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

(A)

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

(B)

4) What is it that you like about that style?

They're looking at each other. They look funny. I like things that look funny.

5) Is there anything you do not like about that style? What?

No.

Student - 9 yrs.

Illustration style survey for Applied Scholastics/Education books

tudents 13-18

1) What impression did you get from this?

Show sample A
(note answer) [illegible]

Show sample B
(note answer) same

Show sample C
(note answer) same

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

B

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

B

4) What is it that you like about that style?

more in style. others looks like 60's

5) Is there anything you do not like about that style? What?

no it's ok

Illustration style survey for Applied Scholastics/Education books

Students 13-18

1) What impression did you get from this?

Show sample A (note answer) kids talking

Show sample B (note answer) same

Show sample C (note answer) same, older

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

A

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

A

4) What is it that you like about that style?

looks better

5) Is there anything you do not like about that style? What?

no

Illustration style survey for Applied Scholastics/Education books

Students 13-18 16

1) What impression did you get from this?

Show sample A (note answer) two kids interested in each

Show sample B (note answer) they like really each older

Show sample C (note answer) older & shy like

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

B

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

B

4) What is it that you like about that style?

it looks better - animated

5) Is there anything you do not like about that style? What?

no

CSI PROD NOV 22 1995 238671

Illustration style survey for Applied Scholastics/Education books

Students 13-18

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

C

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

no

Illustration style survey for Applied Scholastics/Education books

Students 13-18

1) What impression did you get from this?

Show sample A
(note answer) [illegible]

Show sample B
(note answer) Same

Show sample C
(note answer) Same - like a little more

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

A

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

A

4) What is it that you like about that style?

[illegible]

5) Is there anything you do not like about that style? What?

No

CSI PROD NOV 22 1993 238673

Illustration style survey for applied scholastics/education books

Students 13-18 17

1) What impression did you get from this?

Show sample A (note answer) talking

Show sample B (note answer) girl talks to boy

Show sample C (note answer) ~~talk~~ courting each other

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

A

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

C

4) What is it that you like about that style?

adults, older.

5) Is there anything you do not like about that style? What?

NA

CSI PROD NOV 22 1993 238674

Students 13-19

1) What impression did you get from this? 2 people in kindergarten

Show sample A
(note answer)

Show sample B
(note answer) like the eyes

Show sample C
(note answer) - relieving old memories

2) If these were pictures for books that would help you learn, which of these four styles would you like the best? B - the cutest

3) If these were pictures for a book that would help you learn, which of these four styles would make you want the book?

B

4) What is it that you like about that style?

partial to B - faces seem happier + brighter

5) Is there anything you do not like about that style? What?

(not really

CSI PROD NOV 22 1993 238675

Illustration style survey for Applied Scholastics/Education books

14 yrs

tudents 13-18

1) What impression did you get from this?

Show sample A
(note answer) 2 little kids sittin at a table playing house

Show sample B
(note answer) little but more uptone

Show sample C
(note answer) older, bigger, better

2) If these were pictures for books that would help you learn, which of these ~~four~~ styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of those ~~four~~ styles would make you want the book?

B

4) What is it that you like about that style?

most uptone

5) Is there anything you do not like about that style? What?

if kids were older in this style it would be better

CSI PROD NOV 22 1993 238676

Illustration style survey for Applied Scholastics/Education books

15 yrs old

Students 13-18

1) What impression did you get from this?

Show sample A
(note answer)
2 kids talking having a nice conversation

Show sample B
(note answer)
Dome

Show sample C
(note answer)
older people

2) If these were pictures for books that would help you learn, which of these ~~four~~ styles would you like the best?

B

3) If these were pictures for a book that would help you learn, which of those ~~four~~ styles would make you want the book?

C

4) What is it that you like about that style?

my age

5) Is there anything you do not like about that style? What?

No

CSI PROD NOV 22 1993 238677

Illustration style survey for Applied Scholastics/Education books

Students 13-18

1) What impression did you get from this?

Show sample A (note answer) She's talking to him & he's interested.

Show sample B (note answer) Same as above.

Show sample C (note answer) I don't know who's talking here. I don't get how they're talking.

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

None.

4) What is it that you like about that style?

C It's more realistic than others.

5) Is there anything you do not like about that style? What?

No.

Student Boys

Illustration style survey for Applied Scholastics/Education books

udents 13-18

1) What impression did you get from this?

Show sample A (note answer) [illegible]

Show sample B (note answer) [illegible]

Show sample C (note answer) [illegible]

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

C

4) What is it that you like about that style?

[illegible] older

5) Is there anything you do not like about that style? What?

Kind of kid-like

A+

Illustration style survey for Applied Scholastics/Education books

tudents 13-18

1) What impression did you get from this?

Show sample A (note answer) two kids facing happily at each other.

Show sample B (note answer) another 2 kids that he's saying "hey, you look fun.

Show sample C (note answer) older kids getting with it - on a date.

2) If these were pictures for books that would help you learn, which of these ~~four~~ 3 styles would you like the best? A

3) If these were pictures for a book that would help you learn, which of those ~~four~~ 3 styles would make you want the book? A

4) What is it that you like about that style?

Two little cute kids - their smile

5) Is there anything you do not like about that style? What?

Nope.

A+

Illustration style survey for Applied Scholastics/Education books

udents 13-18

1) What impression did you get from this?

Show sample A
(note answer) [illegible] - girl & talking

Show sample B
(note answer) 2 different boys & girls

Show sample C
(note answer) They're grown up

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

B

4) What is it that you like about that style?

C - like the way they took

5) Is there anything you do not like about that style? What?

A - outline too bold.

A+

CSI PROD NOV 22 1993 238681

Illustration style survey for Applied Scholastics/Education books

udents 13-18

1) What impression did you get from this?

Show sample A (note answer) [illegible] interested in each other

Show sample B (note answer) [illegible]

Show sample C (note answer) they are friends. just chit-chatting not as interested as others.

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

A

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

A

4) What is it that you like about that style?

They look cute - young cute interested in each other.

5) Is there anything you do not like about that style? What?

No -

A+

CSI PROD NOV 22 1993 238682

Illustration style survey for Applied Scholastics/Education books

udents 13-18

1) What impression did you get from this?

Show sample A
(note answer) [illegible]

Show sample B
(note answer) [illegible]

Show sample C
(note answer) 2 people staring at each other.

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

A

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

A

4) What is it that you like about that style?

it's not real + alive

5) Is there anything you do not like about that style? What?

don't like girl's hair.

A+

Illustration Style Survey for Applied Science/Education Books

Students 13-18

1) What impression did you get from this?

Show sample A (note answer) [illegible]

Show sample B (note answer) [illegible]

Show sample C (note answer) [illegible]

Show sample D (note answer) [illegible]

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

(C)

3) If these were pictures for a book that would help you learn, which of these four styles would make you want the book?

Probably (B) but I like (C)

4) What is it that you like about that style?

[illegible]

5) Is there anything you do not like about that style? What?

Just like robots.

(Student at Utility)

Illustration style survey for Applied Scholastics/Education books

Students 13-18

1) What impression did you get from this?

Show sample A (note answer) little kids talking to each other

Show sample B (note answer) Girl talking to a boy.

Show sample C (note answer) It looks like they're having a conversation

Show sample D (note answer) looks like they're doing a drill or sitting — doing sitting for School.

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

B

4) What is it that you like about that style?

B that they look like cartoons — like the Simpsons.

5) Is there anything you do not like about that style? What?

Their limbs. They look like spaghetti.. Their feet.

I think that B would be sitting people would buy & read about by themselves, but C would be good for a course or be very interesting if it was a course

(Student at Ability School)

CSI PROD NOV 22 1993 238685

Students 13-18

1) What impression did you get from this?

Show sample A (note answer)

Show sample B (note answer)

Show sample C (note answer)

Show sample D (note answer)

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

B

4) What is it that you like about that style?

not boring

5) Is there anything you do not like about that style? What?

Student at Ability School - non Scn's

Illustration style survey for Applied Scholastics/Education books

Students 13-18

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

Show sample D
(note answer)

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

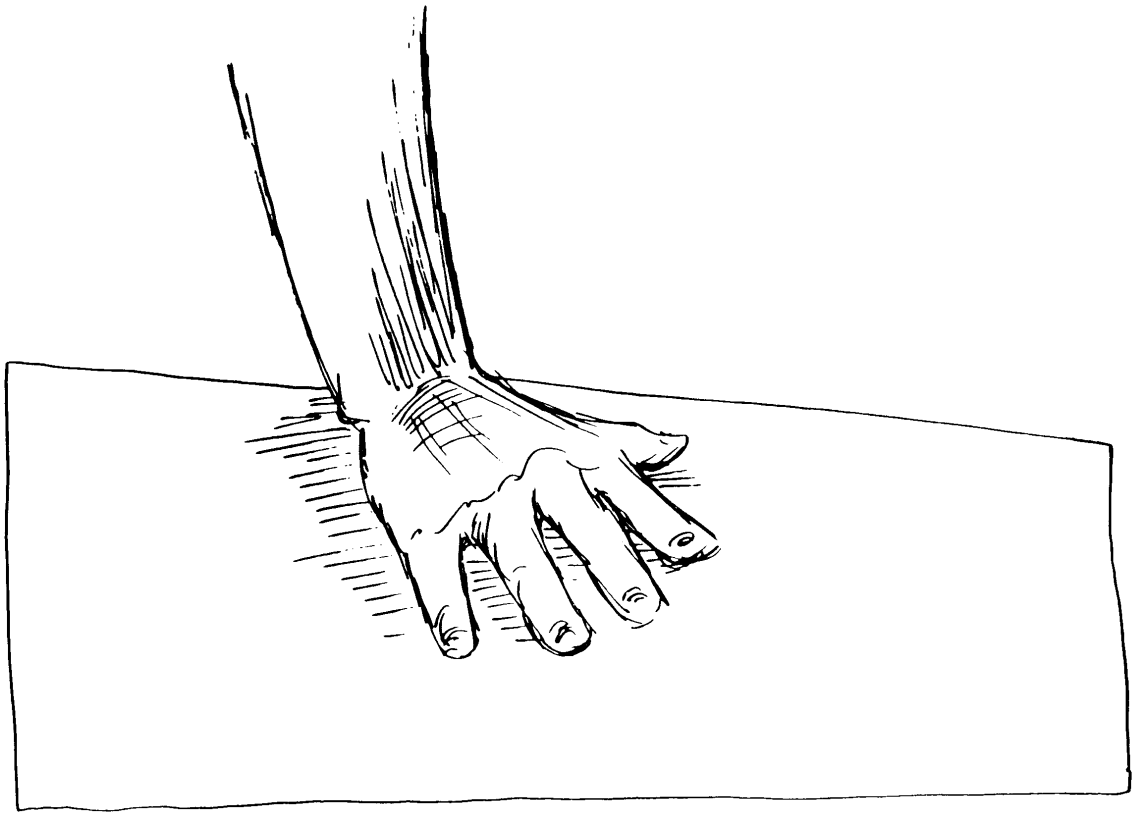
4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

CSI PROD NOV 22 1993 238687

CSI PROD NOV 22 1993 238596

CSI PROD NOV 22 1993 238597



Later . . .

CSI PROD NOV 22 1993 23859

CSI PROD NOV 22 1993 238599

Later . . .

CSI PROD NOV 22 1993 233600

DSI PROD NOV 22 1993 238601

Orca Patterson 13 yrs old

1. A. Communication

B. Bart Simpson (laughs)

C. Talking real brightly

D. Being more realistics

2. D

3. D

4. Well, it seems more real. Its like.. instead of... it seems like its.. if I was going to learn I would want this one because it wouldn't seem like its a joke or anything.

5. NO

CSI PROD NOV 22 1993 238688

Amy DeWitt

14 yrs c

1) A. I get somebody helping another student - a assistant

B. Turns - as in studying

C. Somebody devoring something to another

D. I get them studying together

2) D

3) B

4) D - it's realistic - they can show the facial expression better
B - like art in a cute i it might make people like to look at them better

5) B - no

D - no

Illustration style survey for Applied Scholastics/Education books

Students 13-18

1) What impression did you get from this?

Show sample A
(note answer) - they probably like it - look like the
females

Show sample B
(note answer) I don't think they like it

Show sample C
(note answer) they probably like that have action and
life to it

Show sample D
(note answer) I don't think is lively enough for 13-18.

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of these four styles would make you want the book?

C

4) What is it that you like about that style?

look somehow real and an animated pic
across the idea very quickly.

5) Is there anything you do not like about that style? What?

eyes look big.

s lents 13-18

1) at impression did you get from this?

Show sample A
(note answer)
they are cute but look like little kids

Show sample B
(note answer)
they are weird. (but might appeal to kids

Show sample C
(note answer)
I don't like the legs on those guys.

Show sample D
(note answer)
this is closer to grown ages - it could be to simple

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

D.

3 If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

D.

4) What is it that you like about that style?

look real people.

5) Is there anything you do not like about that style? What?

NO.

Illustration style survey for Applied Scholastics/Education books

; lents 13-18

.) at impression did you get from this?

Show sample A
(note answer)
too young

Show sample B
(note answer)
I hate that one. Older people. out of Space

Show sample C
(note answer)
ld be good of 13-18

Show sa D
(note answer)
the Best for 13-18.

) If these were pictures for books that would help you learn, which of these four styles would you like the best?

D.

3 If these were pictures for a hat would help you learn, which of t e four styles would make you the book?

D

4) What is it that you like about that style?

Plain. Is nice down to earth.

5) Is there anything you do not like about that style? What?

Illustration style survey for Applied Scholastics/Education books

Students 13-18

1) What impression did you get from this?

Show sample A (note answer) — Its trying to tell her something. She's listening

Show sample B (note answer) — Don't know. Doesn't look like doing anything

Show sample C (note answer) — Communicating

Show sample D (note answer) — Not doing much

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

B

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

B

4) What is it that you like about that style?

Characters

5) Is there anything you do not like about that style? What?

No its fine

Illustration style survey for Applied Scholastics/Education books

Students 13-18

1) What impression did you get from this?

Show sample A (note answer) 2 kids sitting - having fun

Show sample B (note answer) sitting looking look happy

Show sample C (note answer) look like might be having a conv

Show sample D (note answer) more serious conversation

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

D

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

A

4) What is it that you like about that style?

like but not too goofy

5) Is there anything you do not like about that style? What?

No.

Illustration style survey for Applied Scholastics/Education books

Students 13-18

) What impression did you get from this?

Show sample A (note answer) Look like they're talking

Show sample B (note answer) Happy kids talking

Show sample C (note answer) Like each other

Show sample D (note answer) Discussing something

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

B

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

B

4) What is it that you like about that style?

Like the Simpsons - Laughs

5) Is there anything you do not like about that style? What?

No.

CSI PROD NOV 22 1993 238695

Illustration style survey for Applied Scholastics/Education books

Students 13-18

1) What impression did you get from this?

Show sample A (note answer) Looking at each other - talking

Show sample B (note answer) Nothing - girl hand on table - Looking at each other

Show sample C (note answer) Enjoying talking - staring at each other

Show sample D (note answer) Very silent Not having fun

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of hose four styles would make you want the book?

C

4) What is it that you like about that style?

Seems to be having fun. Using eye contact. Easily talk to each other. Easy to tell happy or sad

5) Is there anything you do not like about that style? What?

NO

CSI PROD NOV 22 1993 238696

Illustration style survey for Applied Scholastics/Education books

Students 13-18

1) **What impression did you get from this?**

Show sample A (note answer) a person happy

Show sample B (note answer) none

Show sample C (note answer) 2 people happy

Show sample D (note answer) both happy

2) **If these were pictures for books that would help you learn, which of these four styles would you like the best?**

C

3) **If these were pictures for a book that would help you learn, which of those four styles would make you want the book?**

C

4) **What is it that you like about that style?**

big eyes

5) **Is there anything you do not like about that style? What?**

No

Illustration style survey for Applied Scholastics/Education books

Students 13-18

1) What impression did you get from this?

Show sample A (note answer) Computer painted it. He's going fight them out on a class

Show sample B (note answer) Older. More detailed. Taken at an angle

Show sample C (note answer) More detailed than others. Funny. Big eyes

Show sample D (note answer) Drawn better

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

D

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

C D

4) What is it that you like about that style?

Took time did drawing neatly

5) Is there anything you do not like about that style? What?

OK as is

Illustration style survey for Applied Scholastics/Education books

Students 13-18

, What impression did you get from this?

Show sample A (note answer) [illegible]

Show sample B (note answer) [illegible]

Show sample C (note answer) [illegible]

Show sample D (note answer) [illegible]

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

A

3) If these were pictures for a book that would help you learn, which of hose four styles would make you want the book?

D

4) What is it that you like about that style?

Makes them look real

5) Is there anything you do not like about that style? What?

No

CSI PROD NOV 22 1993 238699

Illustration style survey for Applied Scholastics/Education books

Students 13-18

) What impression did you get from this?

Show sample A (note answer) Discussion

Show sample B (note answer) Talking but older. More into it

Show sample C (note answer) More into Conversation

Show sample D (note answer) Adults talking

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

B

3) If these were pictures for a book that would help you learn, which of hose four styles would make you want the book?

B

4) What is it that you like about that style?

Funny looks interesting like teenagers

5) Is there anything you do not like about that style? What?

No

Students 13-18

) What impression did you get from this?

Show sample A (note answer) Boy telling her something

Show sample B (note answer) [illegible]

Show sample C (note answer) Understanding each other

Show sample D (note answer) Friends talking

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

D

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

D

4) What is it that you like about that style?

Seperate not doing anything bad

5) Is there anything you do not like about that style? What?

No

Illustration style survey for Applied Scholastics/Education books

Students 13-18

) What impression did you get from this?

Show sample A (note answer) Yes excited Sharing h' [illegible]

Show sample B (note answer) [illegible] heard good news

Show sample C (note answer) Shes informing him & hes interested

Show sample D (note answer) No expression talking no interest

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

A

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

A

4) What is it that you like about that style?

most realistic of all

5) Is there anything you do not like about that style? What?

No

Students 13-18

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

Show sample D
(note answer)

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

CSI PROD NOV 22 1993 238703

Illustration style survey for Applied Scholastics/Education books

Students 13-18

, What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

Show sample D
(note answer)

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

B

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

Students 13-18

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

Show sample D
(note answer)

2) If these were pictures for books that would help you learn, which of these four styles would you like the best?

C

3) If these were pictures for a book that would help you learn, which of those four styles would make you want the book?

B

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A
(note answer) good impression

Show sample B
(note answer) eyes are better

Show sample C
(note answer) on a date

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

B

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

B

4) What is it that you like about that style?

their eyes are better & hair too

5) Is there anything you do not like about that style? What?

no

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

C

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

C

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

Illustration style survey for Applied Scholastics/Education bc

Adult Students over 18

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

2) If these were pictures for a course on how to study, which these four styles would you like the best?

3) If these were pictures for a course on how to study, which those four styles would make you want to buy the book?

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

Illustration style survey for Applied Scholastics/Education books

dult Students over 18

1) What impression did you get from this?

Show sample A
(note answer) being friendly

Show sample B
(note answer) same

Show sample C
(note answer) eye contact

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

A

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

A

4) What is it that you like about that style?

bold look

5) Is there anything you do not like about that style? What?

No
- it's fine

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

C

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

C

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

NO

Illustration style survey for Applied Scholastics/Education books

Adult students over 18 20

1) What impression did you get from this?

Show sample A (note answer) friends playing game

Show sample B (note answer) same

Show sample C (note answer) boyfriend/girlfriend—

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

C

3) If these were pictures for a course on how to study, which of the four styles would make you want to buy the book?

C

4) What is it that you like about that style?

Do study when you're older,

5) Is there anything you do not like about that style? What?

No.

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A
(note answer)

Simple

Show sample B
(note answer)

lower quality

Show sample C
(note answer)

druggies

2) If these were pictures for a course on how to study, which of these ~~four~~ 3 styles would you like the best?

A

3) If these were pictures for a course on how to study, which of those ~~four~~ 3 styles would make you want to buy the book?

A

4) What is it that you like about that style?

well defined, uptone (seems more uptone)

5) Is there anything you do not like about that style? What?

going to get dated because of hairstyles

CSI PROD NOV 22 1993 238712

Illustration style survey for Applied Scholastics/Education books (37)

. .lt Students over 18

1) What impression did you get from this?

Show sample A
(note answer)
2 happy kids

Show sample B
(note answer)
looks like they are in good comm

Show sample C
(note answer)
less uptone than the other two

2) If these were pictures for a course on how to study, which of these ~~four~~ 3 styles would you like the best?

B

3) If these were pictures for a course on how to study, which of those ~~four~~ 3 styles would make you want to buy the book?

B

4) What is it that you like about that style?

cute, cartoonish, projects a nice tone level

5) Is there anything you do not like about that style? What?

No

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) 2 children who are happy. They're quite keyed-c. They look like they could be playing (Snap) the game

Show sample B (note answer) Boy's a bit apprehensive. They're trying to stare each other out

Show sample C (note answer) I don't like the look of these 2. They don't look like they're in good shape at all - very pale + thin. They look a bit evil.

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

(A)

3) If these were pictures for a course on how to study, which of these four styles would make you want to buy the book?

(A)

4) What is it that you like about that style?

It's bold, tone-levels are high - keen interest in what's happening.

5) Is there anything you do not like about that style? What?

Yes - I don't like his flat-top, crew cut + the way he's sucking on his lower lip.

Illustration style survey for [illegible]

Adult Students over 18 54

1) What impression did you get from this?

Show sample A (note answer) look happy, but mechanical

Show sample B (note answer) relaxing

Show sample C (note answer) getting to know each o

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

C

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

None.

4) What is it that you like about that style?

more mature.

5) Is there anything you do not like about that style? What?

features could be softer, more rounded

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18 40

1) What impression did you get from this?

Show sample A (note answer) Learning

Show sample B (note answer) laugh — talk

Show sample C (note answer) Playing

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

A

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

A

4) What is it that you like about that style?

Teaching about A/Gr

5) Is there anything you do not like about that style? What?

NO

CSI PROD NOV 22 1993 238716

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) 2 kids sitting at the table. Very happy, in a comm cycle.

Show sample B (note answer) Same as above, with interest.

Show sample C (note answer) 2 Adults sitting at table, happy, contented, & in a nice comm cycle.

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

(A)

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

(A)

4) What is it that you like about that style?

It's more broad - the outline + detail is more interesting — Gives a better picture.

5) Is there anything you do not like about that style? What?

No.

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) They both look upbeat + happy about what they're doing.

Show sample B (note answer) These guys look kinda dumb.

Show sample C (note answer) This is good, but less exciting than the first one — A little boring.

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

(A)

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

(A)

4) What is it that you like about that style?

They look excited & it's very 'light'. They both look real interested.

5) Is there anything you do not like about that style? What?

No.

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) These guys are in good comm. & very interested in each other & they can work well together. 'In Session' & ready for the command. Enthusiastic.

Show sample B (note answer) → same as (A), but he received the comm

Show sample C (note answer) → These 2 are communicating — female to male. He's ready to receive the comm.

2) If these were pictures for a course on how to study, which of these 3 ~~four~~ styles would you like the best?

(A)

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

(A)

4) What is it that you like about that style? You have the comm formula in. He's totally there. It shows that these little guys are capable of studying at a young age

5) Is there anything you do not like about that style? What?

No.

Tone level - Enthusiasm.

CSI PROD NOV 22 1993 238719

Illustration style survey for Applied Scholastics/Education books

dult students over 18

1) What impression did you get from this?

Show sample A (note answer) (Laughs.) They look like strange children. Even though they are children, I feel that they are mature children. Sedate way of talking.

Show sample B (note answer) Curly hairstyle is different. Almost same impression as (A).

Show sample C (note answer) They have some fatigue. They do not look alert. They look like sick patients. They need a little more enthusiasm.

2) If these were pictures for a course on how to study, which of these ~~four~~ styles would you like the best?

(A)

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

(A)

4) What is it that you like about that style?

They look like they're talking seriously + with logic + they have maturity + are talking seriously.

5) Is there anything you do not like about that style? What?

There is no chair back + they might get tired as time goes by. I don't think this is good for a long conversation. Also chair is a bit too short. I don't think this is comfortable for them. They need SOMETHING on the table like a notebook, so as to set proper atmosphere.

Foreign student 24 yrs. Hi-toned.

Illustration style survey for Applied Scholastics/Education books

ult Students over 18

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

A

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

C

4) What is it that you like about that style?

[illegible] on their faces.

5) Is there anything you do not like about that style? What?

No,

A+ OC

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) [illegible]

Show sample B (note answer) [illegible]

Show sample C (note answer) adult type people [illegible]

2) If these were pictures for a course on how to study, which of these ~~four~~ 3 styles would you like the best?

C

3) If these were pictures for a course on how to study, which of those ~~four~~ 3 styles would make you want to buy the book?

no opinion

4) What is it that you like about that style?

adults - studying is adult thing
better quality

5) Is there anything you do not like about that style? What?

faces - stupid looking
she looks like a man

A+

CSI PROD NOV 22 1993 238722

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A
(note answer) [illegible]

Show sample B
(note answer) [illegible]

Show sample C
(note answer) [illegible]

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

B

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

B

4) What is it that you like about that style?

Simple, clean-cut aesthetic cute.

5) Is there anything you do not like about that style? What?

No

A+

CSI PROD NOV 22 1993 238723

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) [illegible]

Show sample B (note answer) [illegible]

Show sample C (note answer) [illegible]

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

A

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

A

4) What is it that you like about that style?

girls cuter

5) Is there anything you do not like about that style? What?

with the girl was more attractive

A+

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) Teens communicating [illegible] talking [illegible]

Show sample B (note answer) Some form of communication

Show sample C (note answer) Date. My first date

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

A

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

A

4) What is it that you like about that style?

More upright. more studious

5) Is there anything you do not like about that style? What?

No.

A

Illustration style survey for Applied Scienc...

Adult Students over 18

1) What impression did you get from th.

Show sample A
(note answer)

NO - Coupled of Ka...

Show sample B
(note answer)

horrible -

Show sample C
(note answer)

... - for over 18.

Show sample D
(note answe.,

None Of these.

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

None

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

None

4) What is it that you like about that style?

—

5) Is there anything you do not like about that style? What?

Adult Students over 18

1) What impression did you get from this?

Show sample A
(note answer)
little kids

Show sample B
(note answer)
Weird.

Show sample C
(note answer)
Don't like the legs

Show sample D
(note answer)
its better they need older kids

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

).

3) If these were pictures for a course on how to study, which of these four styles would make you want to buy the book?

).

4) What is it that you like about that style?

Real people.

5) Is there anything you do not like about that style? What?

for 18 and older - adults this is too kiddish - business people use ties - better for grown ups - they want to feel adults.

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1. hat impression did you get from this?

Show sample A
(note answer)

they might like it

Show sample B
(note answer)

they'll hate it

Show sample C
(note answer)

probably like it

Show sample D
(note answer)

this will be better - more real and conservative

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

D.

3) If these were pictures for a course on how to study, which of th[illegible] four styles would make you want to buy the book?

C or D.

4) What is it that you like about that style?

C because is animated easy to see - D more real study a little more to see what is [illegible]

) Is there anything you do not like about that style? What?

[illegible] the table - [illegible] on D - C trouble with the legs -

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) Excitment

Show sample B (note answer) [illegible]

Show sample C (note answer) Conversation or [illegible]

Show sample D (note answer) Conversation on serious subject

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

Sample C

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

Sample C

4) What is it that you like about that style?

[illegible] style makes me feel cool

5) Is there anything you do not like about that style? What?

No.

23 years old from Turkey

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) they are cute

Show sample B (note answer) they are colorful

Show sample C (note answer) they are good friends

Show sample D (note answer) they are very nice

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

A

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

A

4) What is it that you like about that style?

They look very nice friendly

5) Is there anything you do not like about that style? What?

B they are ~~to correct~~ too lazy

Switzerland 26

Illustration style survey for Applied Scholastics/Education book

Adult Students over 18

1) What impression did you get from this?

Show sample A
(note answer)

It - [illegible]

Show sample B
(note answer)

There is a special thing between them.

Show sample C
(note answer)

They are speaking friendly.

Show sample D
(note answer)

He reading her.

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

C

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

D

4) What is it that you like about that style?

The ~~friendship~~ friendly atmosphere is very important for me

5) Is there anything you do not like about that style? What?

No.

29 ~~years~~ old. from Turkey.

Illustration style survey for Applied Scholastics/Education books

dult Students over 18

1) What impression did you get from this?

Show sample A (note answer) The boy is teaching something to the girl. friendly
They are elementary school pupils

Show sample B (note answer) The lady is telling something to the man casual
(Adults)

Show sample C (note answer) * enjoying talking friendly + happy

Show sample D (note answer) formal

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

C. I could feel comfortable and lea

3) If these were pictures for a course on how to study, which of hose four styles would make you want to buy the book?

C.

4) What is it that you like about that style?

I could feel comfortable and learn a lot.

5) Is there anything you do not like about that style? What?

B I don't like the atmosphere that they have

,6 Japanese

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) They are cute.

Show sample B (note answer) They look amazed by something good

Show sample C (note answer) They look very excited.

Show sample D (note answer) They look a little ~~bored~~ bored

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

C

3) If these were pictures for a course on how to study, which of hose four styles would make you want to buy the book?

A

4) What is it that you like about that style?

~~They are cute and~~ It look like something is going on between them : I want to know what.

5) Is there anything you do not like about that style? What?

D.

The reason is that the atmosphere between them doesn't look special, boring. It does not interest me.

Korea

27 years old

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

) What impression did you get from this?

Show sample A (note answer) look like they talk with other enthusiastically.

Show sample B (note answer) seems to me that they relax the conversation.

Show sample C (note answer) seems to me that they elucidate something each other

Show sample D (note answer) seems to me that they make a sedate conversation speak placidly.

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

I like the picture D.'s conversation

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

C

4) What is it that you like about that style?

I like the "D's conversation because. we can make a conversation following our own way with tranquilty

5) Is there anything you do not like about that style? What?

If it possible, I do not want to talk with someone by "B"'s style because they look sluggish leading to lose the importance of their conversation.

24 yrs old from Japan

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) Happy. Maybe he's talking to her. 2 kids talking in class.

Show sample B (note answer) look like Simpsons - nice conversation

Show sample C (note answer) Teenagers having conversation might like each other Cause hands on table

Show sample D (note answer) She's talking 2 teenagers. older happier

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

D

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

D

4) What is it that you like about that style?

more real. If student want it to relate to you - not cartoon.

5) Is there anything you do not like about that style? What?

Seem like tables too small. Scrunched - looks fine.

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) Talking over table. Discussing. Maybe playing a game

Show sample B (note answer) Simpson family. Shes explaining something. 1st met each other

Show sample C (note answer) Friends talking - discussing

Show sample D (note answer) Just met. Shes not too sure of herself. Hes nervous

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

B

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

B

4) What is it that you like about that style?

More upright and eager. Sitting up straight + ready to go.

5) Is there anything you do not like about that style? What?

No its okay

Illustration style survey for Applied Scholastics/Education books

\dult Students over 18

1) What impression did you get from this?

Show sample A (note answer) kids giving verbal data coaching

Show sample B (note answer) glib

Show sample C (note answer) more like ready to study interested

Show sample D (note answer) Wogs! Good more calm not bulging eyes

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

D

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

C

4) What is it that you like about that style?

C Draws attention

D Real kids

5) Is there anything you do not like about that style? What?

C Not so conservative like a cartoon

D too conservative

CSI PROD NOV 22 1993 238737

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) Yes listening enjoying selves

Show sample B (note answer) Simpsons - looks like them

Show sample C (note answer) Yes explaining something to her in good moods

Show sample D (note answer) Talking more seriously

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

C

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

C

4) What is it that you like about that style? - Not so childish but gives happy atmosphere - not too serious.

5) Is there anything you do not like about that style? What?

Not off hand.

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) talking. Laughing smiles

Show sample B (note answer) like Simpsons Happy

Show sample C (note answer) talking about sthing exciting

Show sample D (note answer) relating

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

C

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

C

4) What is it that you like about that style?

More interesting. They look more into whatever they are doing

5) Is there anything you do not like about that style? What?

No

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) Young man telling girl [illegible] important

Show sample B (note answer) Listening

Show sample C (note answer) Hes out in what the [illegible]

Show sample D (note answer) Hard for her to share

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

D

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

D

4) What is it that you like about that style?

Quiet More real than others Both look Competence

5) Is there anything you do not like about that style? What?

No. Shes a bit meek

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) Concentration

Show sample B (note answer) Not talking

Show sample C (note answer) They are very good friends

Show sample D (note answer) Same as C

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

C

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

C

4) What is it that you like about that style?

Seem involved

5) Is there anything you do not like about that style? What?

Shes only one talking

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) [illegible] talking they happy Indian

Show sample B (note answer) Look like each other / Look like from India

Show sample C (note answer) ~~[illegible]~~ Business like, computers

Show sample D (note answer) Friends always tell truth

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

B

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

B

4) What is it that you like about that style?

He looks like can stock green beans on shelf - Very energetic

5) Is there anything you do not like about that style? What?

No.

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) towardness - motion

Show sample B (note answer) nervous, anxious

Show sample C (note answer) 50's girlish

Show sample D (note answer) adolescent

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

C

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

C

4) What is it that you like about that style?

Look Very interested. Motion seems a point to be made

5) Is there anything you do not like about that style? What?

He doesnt have a R arm

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

1) What impression did you get from this?

Show sample A (note answer) Is teaching him — giving his views

Show sample B (note answer) She didn't want to go out w/ him

Show sample C (note answer) Overthrow the govt - plans +

Show sample D (note answer) 2 guys having lunch + girl

2) If these were pictures for a course on how to study, which of these four styles would you like the best?

D

3) If these were pictures for a course on how to study, which of those four styles would make you want to buy the book?

C

4) What is it that you like about that style?

She seems happy + interested
hes alert + accepting

5) Is there anything you do not like about that style? What?

One guy talking other looks most bored. I am!

Illustration style survey for Applied Scholastics/Education books

Adult Students over 18

2 pages

1) What impression did you get from this?

Show sample A
(note answer)

2 of surveys

Show sample B
(note answer)

Show sample C
(note answer)

Show sample D
(note answer)

) If these were pictures for a course on how to study, which of these four styles would you like the best?

) If these were pictures for a course on how to study, which of hose four styles would make you want to buy the book?

What is it that you like about that style?

Is there anything you do not like about that style? What?

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Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A
(note answer)

girl talking - expressive mouth

Show sample B
(note answer)

same thing - maybe growing adult

Show sample C
(note answer)

same things

2) If these were pictures for educational books which of these four styles would you like the best?

C

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

C

4) What is it that you like about that style?

it illustrates intuition

5) Is there anything you do not like about that style? What?

It is okay.

...stration style survey for Appr...

1 Pents/Teachers

1) What impression did you get from this?

Show sample A
(note answer)
Cartoonish
don't like eyes

Show sample B
(note answer)
nice

Show sample C
(note answer)
they're older

2) If these were pictures for educational books which of these fou
styles would you like the best?

B

3) If these were pictures for an educational book which of those f
styles would interest you in buying the book?

B

4) What is it that you like about that style?

the eyes + the smile

5) Is there anything you do not like about that style? What?

fine

CSI PROD NOV 22 1987

...tration style survey for app-

...rents/Teachers

1) What impression did you get from this?

Show sample A
(note answer)

friendship
cooperativeness

Show sample B
(note answer)

same thing

Show sample C
(note answer)

same thing

2) If these were pictures for educational books which of these ~~four~~ 3 styles would you like the best?

B

If these were pictures for an educational book which of those ~~four~~ 3 styles would interest you in buying the book?

B

4) What is it that you like about that style?

expressions, hairdo -

5) Is there anything you do not like about that style? What?

no

[redacted]ustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A
(note answer) Little girl talking to a boy

Show sample B
(note answer) little girl telling story to the boy

Show sample C
(note answer) Same thing

2) If these were pictures for educational books which of these four styles would you like the best? 3/

A

3) If these were pictures for an educational book which of those four styles would interest you in buying the book? 3/

A

4) What is it that you like about that style?

Sitting down talking to one another

5) Is there anything you do not like about that style? What?

No

[redacted]ustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A
(note answer) kids talking

Show sample B
(note answer) same

Show sample C
(note answer) same older

2) If these were pictures for educational books which of these four styles would you like the best?

A

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

A

4) What is it that you like about that style?

Bolder

5) Is there anything you do not like about that style? What?

no

Deborah St. Laurent Parent/Teacher

Resist. 1. A 2 children enjoyable conversing bright & eager

mill int. B 2 bug-eyed children - well not quite bugeyed - not quite as bright & eager I almost expect mischief out of them

Boredom C. (points thumb down).

2. A

3. A

4. The students seem more eager, brighter, cleaner cut.

5. The boy's haircut.

Austin

CSI PROD NOV 22 1993 238751

Rhea Weathers Parent Teacher

mid int. 1 A) Looks like 2 little kids just sitting there and communicating. They look happy

mild int. B) The same. They look like 2 little kids comm — I don't like the drawing as much — It doesn't look as professional

random C) It looks like — um... long com. log — it looks like two teenagers talking I guess

2. A

3. A

wrong int 4. It's real bold and it stands out & the children look in enthusiasm or high int. — The drawing looks more professional than the other

5. No

CSI PROD NOV 22 1993 238752

Barbara McFadyen 1 Jun 90 Parent Leader

Division 1. A 2 obviously intended to be children but look like old people faces looking at eachother.

Division B a couple of cartoon characters sitting looking at eachother - the girls talking - actually they both had Olive Oyl looking faces

Division C. Um - 2 people sitting facing eachother at a table - both they both look fairly happy

2. C

3. C

4. More realistic.

5. The style itself is fine - the only thing in the drawing that I would request upon - the eyes look droopy I would request that the eyes be re-shaped.

CSI PROD NOV 22 1993 238753

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) Looks like 2 cartoon figures studying. Doesn't make me want to do anything.

Show sample B (note answer) (Laughs) & says they look retarded.

Show sample C (note answer) It doesn't look normal.

2) If these were pictures for educational books which of these four styles would you like the best?

(A)

3) If these were pictures for an educational book which of these four styles would interest you in buying the book?

None

4) What is it that you like about that style?

That they show kids instead of grown-ups.

5) Is there anything you do not like about that style? What?

I think they should make the kids look more REAL.

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) Looks like they're having a conversation.

Show sample B (note answer) Kind of soft.

Show sample C (note answer) Faces look weird. -Bug-eyed.

2) If these were pictures for educational books which of these four styles would you like the best?

(A)

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

(A)

4) What is it that you like about that style?

It's Cute. Border lines

5) Is there anything you do not like about that style? What?

Nose is a little big for a kid that age. Looks like the arms are part of the table (rear arms).

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) Children are happy. Getting ready for some activity - Eat or game. They're in school because of 3rd chair.

Show sample B (note answer) They're happy altho' she looks more excited about something - ready to start a conversation. Look large round table.

Show sample C (note answer) She looks very tense - even tho' smiling. He looks little more relaxed. Looks like they're playing a "which hand is the ---in?" game.

2) If these were pictures for educational books which of these four styles would you like the best?

B.

3) If these were pictures for an educational book which of these four styles would interest you in buying the book?

B.

4) What is it that you like about that style?

The eyes has a lot to do with my acceptance of this. hairstyles

5) Is there anything you do not like about that style? What?

It's strange that the stand of the table isn't defined is What is it standing on? (The legs look like 3rd chair.

(Parent)

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) reminds me of 'Dennis-the-Menace' era.

Show sample B (note answer) They look a little goofy (faces).

Show sample C (note answer) (hmmm)... More reserved. The crown is not as open, free-flowing. Slightly inhibited.

2) If these were pictures for educational books which of these styles would you like the best?

(B).

3) If these were pictures for an educational book which of these four styles would interest you in buying the book?

(B)

4) What is it that you like about that style?

More like what I DISLIKE about the OTHERS (A - Too juvenile, like they'd smile anyway at ANYTHING). C - Too many 'adolescent' ridges.)

5) Is there anything you do not like about that style? What?

Too juvenile. If I saw a book like this, I wouldn't check it out for myself. B is O.K.

(Teacher).

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) 2 girls conversing.

Show sample B (note answer) (Laughs). Eyes so wide — Like they're having an argument.

Show sample C (note answer) She's giving advice to him.

2) If these were pictures for educational books which of these four styles would you like the best?

(A)

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

(A)

4) What is it that you like about that style?

They seem like they're both pleasant — Conversing & Exchanging ideas.

5) Is there anything you do not like about that style? What?

Don't like the facial expressions — Especially the eyes.

(Teacher/Parent)

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A
(note answer)

Cartoon

Show sample B
(note answer)

Same

Show sample C
(note answer)

2 young people – good comm

2) If these were pictures for educational books which of these 3 styles would you like the best?

C

3) If these were pictures for an educational book which of these 3 styles would interest you in buying the book?

C

4) What is it that you like about that style?

looks like something more to it than just cartoon

5) Is there anything you do not like about that style? What?

NO

Illustration style survey for Applied Scholastics/Education books

(Parents)/Teachers

1) What impression did you get from this?

Show sample A
(note answer)

2 Kids happy

Show sample B
(note answer)

2 kids are happy

Show sample C
(note answer)

in communication

2) If these were pictures for educational books which of these four styles would you like the best?

C

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

A

4) What is it that you like about that style?

easier for me to get

5) Is there anything you do not like about that style? What?

NO

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

2) If these were pictures for educational books which of these fo styles would you like the best?

B

3) If these were pictures for an educational book which of those styles would interest you in buying the book?

B

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A
(note answer)

happy

Show sample B
(note answer)

happy

Show sample C
(note answer)

Will looks depressed

2) If these were pictures for educational books which of these four styles would you like the best?

A

3) If these were pictures for an educational book which of these four styles would interest you in buying the book?

A

4) What is it that you like about that style?

Clearly defined bold print

5) Is there anything you do not like about that style? What?

both look goofy

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A
(note answer)

happy

Show sample B
(note answer)

funny

Show sample C
(note answer)

happy like it

2) If these were pictures for educational books which of these four styles would you like the best?

A

3) If these were pictures for an educational book which of these four styles would interest you in buying the book?

A

4) What is it that you like about that style?

bold print

5) Is there anything you do not like about that style? What?

nothing

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A
(note answer) TPS

Show sample B
(note answer) look gopey

Show sample C
(note answer) They're in line

2) If these were pictures for educational books which of these ~~four~~ 3 styles would you like the best?

A

3) If these were pictures for an educational book which of those ~~four~~ 3 styles would interest you in buying the book?

A

4) What is it that you like about that style?

nice definite lines - very there others too weak

5) Is there anything you do not like about that style? What?

No

At

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A
(note answer) [illegible] in good comm

Show sample B
(note answer) Girl really wants to tell guy something

Show sample C
(note answer) Something is going to happen. Not as definite as others.

2) If these were pictures for educational books which of these ~~four~~ 3 styles would you like the best?

A

3) If these were pictures for an educational book which of those ~~four~~ 3 styles would interest you in buying the book?

A

4) What is it that you like about that style?

look like real kids at our school.

5) Is there anything you do not like about that style? What?

No.

A+

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) these two are talking VGI's a bit interested.

Show sample B (note answer) They are talking- she is he looks a little dopey.

Show sample C (note answer) don't know- see 'em looking at each other.

2) If these were pictures for educational books which of these ~~four~~ 3 styles would you like the best?

depend on age group but ... A

3) If these were pictures for an educational book which of those ~~fours~~ 3 styles would interest you in buying the book?

don't use pictures as reference for buying book A

4) What is it that you like about that style?

like the eyes best - rounder faces.

5) Is there anything you do not like about that style? What?

different hairstyle on both or make them older looking.

B has dopey eyes.

AA

Illustration style survey for Applied Scholastics/Education books

arents/Teachers

1) What impression did you get from this?

Show sample A (note answer) For kids up to 1st grade Disney based character.

Show sample B (note answer) Less crude; still Disney could cross over more as far as age group

Show sample C (note answer) older kids; stiff looking - better for age not relaxed - would have hands apart more relaxed arms

2) If these were pictures for educational books which of these ~~four~~ 3 styles would you like the best?

C - wider age range - but needs improvement

3) If these were pictures for an educational book which of those ~~four~~ 3 styles would interest you in buying the book?

C - geared for both m kids

4) What is it that you like about that style?

Better age range - wider range

5) Is there anything you do not like about that style? What?

Characters look uncomfortable - fault in rendition -

A+

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) ~~What~~ impression did you get from this?

Show sample A
(note answer) [illegible]

Show sample B
(note answer) [illegible]

Show sample C
(note answer) [illegible]

2) If these were pictures for educational books which of these ~~four~~ 3 styles would you like the best? depends on age
A for earlier C for older

3) If these were pictures for an educational book which of those ~~four~~ 3 styles would interest you in buying the book?
A + C depends on age

4) What is it that you like about that style?
A is more realistic
C

5) Is there anything you do not like about that style? What?
C can be more definite

A+

Illustration style survey for Applied Scholastics/Education books

P· nts/Teachers

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

I don't think they like it

Show sample C
(note answer)

Show sample D
(note answer)

If these were pictures for educational books which of these four s' es would you like the best?

D

3) If these were pictures for an educational book which of these four styles would interest you in buying the book?

D.

4) What is it that you like about that style?

Seems like nice children + good children

5) Is there anything you do not like about that style? What?

I would like to see them be more serious in what they're doing.

Parents/Teachers

., What impression did you get from this?

Show sample A
(note answer)
cute little mice

Show sample B
(note answer)
weird

Show sample C
(note answer)
don't like it.

Show sample D
(note answer)
Best one.

If these were pictures for educational books which of these four styles would you like the best?

1)

3) If these were pictures for an educational book which of these four styles would interest you in buying the book?

1).

4) What is it that you like about that style?

Real.

5) Is there anything you do not like about that style? What?

needs more varied and grown ups and children together.

Parents/Teachers

1. What impression did you get from this?

Show sample A
(note answer)

don't like it

Show sample B
(note answer)

don't like it

Show sample C
(note answer)

no

Show sample D
(note answer)

probably.

2) If these were pictures for educational books which of these four styles would you like the best?

D.

3) If these were pictures for an educational book which of these four styles would interest you in buying the book?

D.

4) What is it that you like about that style?

nice communicates well - they learning from

5) Is there anything you do not like about that style? What?

no

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) Lucky kid weird hair

Show sample B (note answer) Simpsons rip off

Show sample C (note answer) very white individuals

Show sample D (note answer) KCET Version

2) If these were pictures for educational books which of these four styles would you like the best?

A

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

D

4) What is it that you like about that style?

Detail of it

5) Is there anything you do not like about that style? What?

Very little personality
Seem identical

CSI PROD NOV 22 1993 238772

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A
(note answer) [illegible]

Show sample B
(note answer) goofy

Show sample C
(note answer) like more real comm

Show sample D
(note answer) Conservative

2) If these were pictures for educational books which of these four styles would you like the best?

C

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

C

4) What is it that you like about that style?

Dont seem dumb Seem animated
excited not bored

5) Is there anything you do not like about that style? What?

Dont have 5 fingers

CSI PROD NOV 22 1993 238773

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) Student helping other student

Show sample B (note answer) Hmm Shes telling him something

Show sample C (note answer) Shes explaining to him

Show sample D (note answer) She making some point

2) If these were pictures for educational books which of these four styles would you like the best?

D

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

D

4) What is it that you like about that style?

More realistic

5) Is there anything you do not like about that style? What?

No

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A
(note answer) [illegible] happy [illegible] talking [illegible] Stiff [illegible] always talking

Show sample B
(note answer) Don't look intelligent. Happy woman talking — Man smiling

Show sample C
(note answer) More intelligent people. More expressive artistic. He's attentive

Show sample D
(note answer) He's gonna have foot problems twisting ankle. He's eager. She's pleased. He's interested. She's surprised

2) If these were pictures for educational books which of these four styles would you like the best?

D

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

D

4) What is it that you like about that style?

The apparent age is 6th 7th grade. More expressive alert intelligent serious which is what you want for educ purposes

5) Is there anything you do not like about that style? What?

→ Her socks lost elasticity. His shoe untied. Sloppy look but neater than the others. Want normal look not sure should clean up totally but some

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) [illegible]

Show sample B (note answer) Simpsons - I hate that thing not into this

Show sample C (note answer) People interacting

Show sample D (note answer) Same only not as silly looks like real people

2) If these were pictures for educational books which of these four styles would you like the best?

D

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

D

4) What is it that you like about that style?

More realistic - Not silly or demeaning

5) Is there anything you do not like about that style? What?

No its fine

from

various answer

sample A
cute friendly

sample B.
look like geeks

sample C
friendly

sample D
conservative

2) ~~[illegible]~~ A

3.) A

4) it comms strong interest

5) legs look funny

CSI PROD NOV 22 1993

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A
(note answer) too dark don't like

Show sample B
(note answer) cool a lot of kids have realistic or it because they know the Simpsons even tho' the show is 1.1

Show sample C
(note answer) eyes too big

Show sample D
(note answer) too square too nurdy looking

2) If these were pictures for educational books which of these four styles would you like the best?

like B + C, like B

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

B or C

4) What is it that you like about that style?

B - totally hip C is cool

5) Is there anything you do not like about that style? What?

frog eyes on C

B - only because the Simpsons show is 1.1

teacher parent

sample A

[illegible] coach [illegible]

[illegible]

sample B

looks like blinkless TRs

sample C

better than B

not so robotic

still blinkless TRs

eyes weird

sample D

like the best

most real

good TRs

2.) D

3.) D

4.) most real

5. no

Parent/Teacher

1)

A) Simple

[illegible] cute, uptone

B) instant Reality

looks like Simpsons

C) nice - eyes look weird

D) not uptone enuf

2.) B would comm the best

3.) B

4.) its familiar pictures are

kind of goofy + uptone

5.) NO

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) Person interested in what other guy said

Show sample B (note answer) Talking.

Show sample C (note answer) More interested

Show sample D (note answer). More grown up - Seriously interested

2) If these were pictures for educational books which of these four styles would you like the best?

D

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

D

4) What is it that you like about that style?

Cleaner - Simpler

5) Is there anything you do not like about that style? What?

No its alright

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) juvenile - cute student talking to other

Show sample B (note answer) Campy wacky - Simpsons.

Show sample C (note answer) laughs - hope this isn't going in Mono these eyes, eyes bother me too long.

Show sample D (note answer) much better - seem older kinda get a range of ages from this.

2) If these were pictures for educational books which of these four styles would you like the best?

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

4) What is it that you like about that style?
understated Simple Communicates an idea. I really like style in the LB. Professional

5) Is there anything you do not like about that style? What?
Anything is depends who you try to appeal to. Adults + HS might be turned off. Jr hi + below it's fine.

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) Cute - 2 kids cheerful + we come

Show sample B (note answer) Dopey like Simpsons buggy eyes.

Show sample C (note answer) Looks good except eyes look like falling out. Cheerful bright

Show sample D (note answer) 2 mature kids

2) If these were pictures for educational books which of these four styles would you like the best?

D for older kids A for younger

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

A

4) What is it that you like about that style?

looks more like kids.

5) Is there anything you do not like about that style? What?

No

CSI PROD NOV 22 1993 238783

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) - kids talking - positive

Show sample B (note answer) duck family - cartoons. distorted features. I dont like

Show sample C (note answer) 2 older kids talking look unreal. out of proportion

Show sample D (note answer) Talking - Russian kids - not as upfront

2) If these were pictures for educational books which of these four styles would you like the best?

A

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

A

4) What is it that you like about that style?

Simple. features not out of proportion Friendly Clear cut. rounded

5) Is there anything you do not like about that style? What? distracting

No.

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) 2 kids, play at table happily

Show sample B (note answer) 2 older kids seem having fun at table.

Show sample C (note answer) Talking. No body things at each other

Show sample D (note answer) Same. all about same

2) If these were pictures for educational books which of these four styles would you like the best?

D most realistic looking

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

D

4) What is it that you like about that style? More real. Others too cartoony looking

5) Is there anything you do not like about that style? What?

Not really.
The others look like the Simpsons.

Parents/Teachers

8 page attached

1) ~~What Impression~~ did you get from this?

Show sample A
(note answer)

50 surveys

Show sample B
(note answer)

Show sample C
(note answer)

Show sample D
(note answer)

2) If these were pictures for educational books which of these four styles would you like the best?

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

CSI PROD NOV 22 1993 238786

Barbara McFadyen Parent [illegible]

1) A) A boy and a girl talking, but the style is goofy and they both look like their pants are falling down around their ankles

B) The Simpsons w/o the goofy hair styles — which isn't bad because the Simpsons are quite popular w/ kids

C) I see that it's comm. basically the same idea as the other ones — a boy & a girl at a table comm. The style looks like older style illustration.

similing (continued) D) A boy and a girl talking. Reminded me of an illustration I did from the "Starfruit" story. I like the simplicity and the closer to my reality of the illustrated characte

2) D

3) I don't know that any of the illustrated styles shown there would be the reason that I would become interested in buying the book.

CSI PROD NOV 22 1993 238787

Because I would buy a book on the basis of whether my son liked the illustrations and because my son likes the Simpsons — I might buy it because of illus. style #2.

4) Style B - its because it looks like the Simpsons who are commercially viable.
Style D - its simple, it communicates and its closer to my reality

5) Style D - their arms & legs are just a tad too skinny.

CSI PROD NOV 22 1993 238788

Rhea Weathers Teacher

1. A. Looks like one student helping another student. They look happy & like, high interest

B. (Laughs) I don't know. They look kind of like they're doing TR's or something - they're staring a each other. They don't have the interest the other picture did.

C. (Grows) Um... (Com lag) They look like they're talking. It reminds me of breaktime - they're sitting their chit-chatting.

D. These look like 2 older students talking about something. Just having a conversation.

2. (Com lag) D looks - the most professional, but the children in A look like in HIGH interest and really into what they're doing -- I think A would be the choice - (Laughs) Definitely not.

3. (Com lag) (Ponders all 4 a while) I don't know. For some reason A just looks like strong interest, but D is -th.

CSI PROD NOV 22 1993 238789

most professional job.

4 A — just the expression & the way the kids looked caught my eye. The actual drawing style is simple —
D — it's very professional — it looks like some time was put into it making the kids look upset.

5. A — it is real simple - it could use more
D — The girl facial expression could look more ... intent — interested in what they're doing. The boy looks like he's just sitting there.

Jim Clark Parent

1. A 2 kids sitting at a table

B Not anything having to do with education

C Bright children

D Same - they look same.

2. D

3. D

4. It looks normal

5. The only outpoint is that there no its like for white people -- if you're going to have children you need to have one of them an ethnic race.

CSI PROD NOV 22 1993 238791

Courtney Spilka. Parent

1. A. It looks like a cartoon. One kid talking and the others listening.

B. (Laugh) Uh... They look like they're not there — they're just staring like they're hypnotized. They're not really communicating.

C. Hmm... One kid talking to the other one and using his hands to explain something. The other kids not really confronting — sitting w/ the edge of his feet on the ground, ~~not~~ I'm not sure.

D. Now these look more like real people and they're there. 2 kids talking about something.

2) Probably D

3) Probably D

4) B is more realistic. The other ones look like cartoon & not real. B & C look like the guys are hypnotized.

5. I can't really find anything that's ah... I can't find any outpoints. They look like 2 kids sitting there talking w/ their feet bucked.

Note: These look like those guys that are on T.V. — that new cartoon show. (B)

CSI PROD NOV 22 1993 238793

Illustration style survey for Applied Scholastics/Education books

Parents/Teach[illegible]

[illegible] What impres[illegible] did [illegible] [illegible]t from [illegible]s?

Show sample A (note answer) [illegible] mation

Show sample B (note answer) Laughs) Body language

Show sample C (note answer) Dialogue - he is listening to her - [illegible] a dialogue [illegible] by his [illegible]

Show sample D (note answer) Negative communication - legs going away [illegible] first is as if she's telling him off

2) If these were pictures for educational books which of these styles would you like the best?

(C)

3) If these were pictures for an educational book which of th[illegible] four styles would interest you in buying the book?

Simple graphic - very plain. (C) lot more lines [illegible] (B) for adults [illegible] for children [illegible]

4) What is it that you like about that style?

[illegible] lines are clean & neat. (C) more childlike [illegible] attractive. Clean lines important for [illegible]

5) Is there anything you do not like about that style? What?

(B & C) The both of them the women are talking, but Educational point of view, women tend to be more assertive than men, so that is fine

(Parent)

DELIVERED MAY 0 3 1990

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) [illegible] to give him [illegible]

Show sample B (note answer) They [illegible] like 2 mentally unbalanced [illegible]

Show sample C (note answer) Better but boy's eyes are weird.

Show sample D (note answer) More subdued children (lower toned). They look a little bored

2) If these were pictures for educational books which of these four styles would you like the best?

C

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

C

4) What is it that you like about that style?

Its bold, quite upbeat. High interest.

5) Is there anything you do not like about that style? What?

The girls eyes are tolerable & do express interest but the boy's eyes are too 'poppy' or over exaggerated.

(Admin. person / parent at Ability School)

DELIVERED MAY [illegible]

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) [illegible] communicating [illegible] to [illegible] [illegible] [illegible] attention.

Show sample B (note answer) (Laughing) I would like the impression I get from [illegible] they look like 2 space cadettes or [illegible]

Show sample C (note answer) That looks like some good [illegible] - [illegible] [illegible] attention. Interest of ACC.

Show sample D (note answer) Same as (C).

2) If these were pictures for educational books which of these four styles would you like the best? (D)

3) If these were pictures for an educational book which of those four styles would interest you in buying the book? (C)

4) What is it that you like about that style?
Most likely to relate to kids + adults

5) Is there anything you do not like about that style? What?
The kids eyes could be a little less exaggerated

Admin person (or parent) at Ability School

DELIV[illegible] 1990

CSI PROD NOV 22 1993 238796

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) [illegible] kids which are in good [illegible]. High interest

Show sample B (note answer) Obviously [illegible] the [illegible] Only seem [illegible] I see what my opinion of [illegible] [illegible] characterization of [illegible] like they look happy

Show sample C (note answer) Similar to just only girl talking to buy the [illegible] for good reason

Show sample D (note answer) they look older & slightly more interested in general

2) If these were pictures for educational books which of these four styles would you like the best? (A)

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

(C) gets my attention more than any of the others

4) What is it that you like about that style?

Bolder, even tho' eyes get my attention * Eyes looked bugged out too!

5) Is there anything you do not like about that style? What?

See * above

(Teacher at Ability School)

DELIVERED MAY 0 5 1990

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) Stuffy kids sitting like talking [illegible] hard to tell if its boy or girl.

Show sample B (note answer) They look like retards!

Show sample C (note answer) They look cut TR's - Popp-eyed.

Show sample D (note answer) Better kids look more normal.

2) If these were pictures for educational books which of these four styles would you like the best? (D)

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

None (Pictures of [illegible] kids would)

4) What is it that you like about that style?

(D) - Looks more real. Not so exaggerated less cartoon & less like they're trying to be interesting

5) Is there anything you do not like about that style? What?

Eyes. Tiny pinpoints. Why can't they be regular eyes!

(Teacher at Ability School)

Also a mother/parent.

OFF[illegible] DELIVERED

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) Someone talking to another person

Show sample B (note answer) Don't like this. Unrealistic. Don't like that [illegible] the Simpsons?

Show sample C (note answer) 2 kids talking - Interested in what they're talking about. Uptone

Show sample D (note answer) I like this one best. 2 Students studying or learning.

2) If these were pictures for educational books which of these four styles would you like the best?

D

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

D

4) What is it that you like about that style?

Conservative, Scholarly - School like.

5) Is there anything you do not like about that style? What?

No.

(~~Teacher~~ Dean AT ABILITY School)

Additional data would be good - the students in picture D had books or study materials with [illegible]

DELIVERED [illegible] 1990

Illustration style survey for Applied Scholastics/Education books

arents/Teachers

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

Show sample D
(note answer)

2) If these were pictures for educational books which of these four styles would you like the best?

D

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

D

4) What is it that you like about that style?

[illegible] Scholarly - School like.

5) Is there anything you do not like about that style? What?

No.

~~[illegible]~~ AT [illegible] School)

Additional [illegible] would be good [illegible] the students in picture D had books or [illegible] materials [illegible]

Illustration style survey for Applied Scholastics/Education books

arents/Teachers

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

Show sample D
(note answer)

2) If these were pictures for educational books which of these four styles would you like the best?

(1)

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

4) What is it that you like about that style?

(1)

5) Is there anything you do not like about that style? What?

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

Show sample D
(note answer)

2) If these were pictures for educational books which of these four styles would you like the best?

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

Illustration style survey for Applied Scholastics/Education books

arents/Teachers

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

Show sample D
(note answer)

2) If these were pictures for educational books which of these four styles would you like the best?

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

CSI PROD NOV 22 1993 238803

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

Show sample D
(note answer)

2) If these were pictures for educational books which of these four styles would you like the best?

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

Illustration style survey for Applied Scholastics/Education books

arents/Teachers

1) What impression did you get from this?

Show sample A
(note answer)

Show sample B
(note answer)

Show sample C
(note answer)

Show sample D
(note answer)

2) If these were pictures for educational books which of these four styles would you like the best?

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

4) What is it that you like about that style?

5) Is there anything you do not like about that style? What?

Illustration style survey for Applied Scholastics/Education books

Parents/Teachers

1) What impression did you get from this?

Show sample A (note answer) 2 children are having a discussion

Show sample B (note answer) Girl is trying to get a point across to the boy

Show sample C (note answer) The girl is having a discussion

Show sample D (note answer) Same thing

2) If these were pictures for educational books which of these four styles would you like the best? (D)

3) If these were pictures for an educational book which of those four styles would interest you in buying the book? (A)

4) What is it that you like about that style? The way the drawing is done — Could be for older or younger children

5) Is there anything you do not like about that style? What? No.

(Parent) Teacher.

Illustration style survey for Applied Scholastics/Education books

arents/Teachers

1) What impression did you get from this?

Show sample A (note answer) The student is trying to tell the other person s/thing or give an instruction — one is tal other, listeni

Show sample B (note answer) laughs. I don't like that picture — don't like their eyes. NOT a Simpson fan.

Show sample C (note answer) they look like they're interested in each other — trying to work s/thing out. You can see the body language — leaning toward each other. They seem relaxed.

Show sample D (note answer) → they're further ~~about~~ apart from each other boy is a good listener —.

2) If these were pictures for educational books which of these four styles would you like the best?

like the way (A) is drawn, like the ~~body language~~ in (C). More Eye less Exaggerated

3) If these were pictures for an educational book which of those four styles would interest you in buying the book?

(A)

4) What is it that you like about that style?

they look more like real children.

5) Is there anything you do not like about that style? What?

It's more passive than (C) — less body language.

(Teacher — Early Childhood.)