

STATEMENT OF PURPOSE.

Name: Devi Ashok.

Course/program: Communication & Design for Sustainability (MA)

University: Neu-Ulm University of Applied Sciences

SELF-INTRODUCTION.

I am excited to apply for the Master's program in Communication & Design for Sustainability. With a passion for both design and environmental stewardship, I am eager to delve deeper into the intersection of these fields and contribute meaningfully to sustainable initiatives.

My academic background in design has provided me with a solid foundation in creative problem-solving and visual communication. Through various projects and coursework, I have honed my skills in graphic design, typography, and digital media, all of which I believe are essential in effectively communicating sustainability messages to diverse audiences.

My interest in sustainability stems from a desire to address pressing global challenges and create positive change. I have actively sought out opportunities to engage with sustainable practices, whether through coursework, internships, or personal projects. These experiences have allowed me to develop a holistic understanding of sustainability principles and the role of design in advancing sustainable solutions.

Coming to my education, I did tenth grade at the School of the Good Shepherd in the year 2016 with 89.3% and also did higher secondary education at the same school in the year 2018 with 71.7%. Coming to my under graduation, I completed a Bachelor in Design (BDES) specializing in Communication Media and Graphic Design in 2018-2022 from the University of Petroleum and Energy Studies. Earlier in my childhood, I had great enthusiasm towards media, graphic design and fine art, as I grew I could understand that the opportunities are more in the field, at the same time, there is a strong need to be updated as well as resilient in the process of learning the new aspects. Graphic design is an art that includes many tasks and practices of presentation of key messages of the brand to the viewers. It is used in situations where new formats, posters, logos or other graphical representations of data are required. As a graphic designer, I will be in charge of all the digital art that will be used to advertise a business which is the main work in the life of a graphic designer. This job and its versatility have positively impacted me and I landed a career as a Junior Graphic Designer at Newton School, Bangalore and later became a Graphic Designer at Edufund. Working there has greatly helped me to know about the different opportunities lying in the field and to take a little challenge to explore which led to working as a Freelancer for Verdant Interior, SOL, TRI etc. The primary aim of any advertising or design is to attract customers. People are engaged by great marketing because of their desires, needs, understanding, and satisfaction with a product, service, or brand. The design assists organizations in promoting and connecting more effectively because people will often find visual content more engaging. The importance granted to the design led me to think of advancing in it and eventually, I came across Communication & Design for Sustainability, MA from Neu-Ulm University of Applied Sciences. As per the program, Whenever we wish to communicate complex content, design interactive systems and scenarios or tell multi-layered digital stories, the University is very specific about learning and rendering approaches far beyond established forms of communication and interaction. More to it, there will be learning of interfaces that will enable us to communicate with each other, different objects and surroundings and their increasing importance calls for new

scenarios and solutions that have to be developed and designed. This has been the primary learning factor or area of study of my prescribed program and I am largely happy to have chosen this from Germany.

The study modules which includes Design thinking, Storytelling, Stakeholder management, Moderation of transformation processes research through design lifestyle research, and Electives which are quite advanced and methodical too. By the third semester, I will be having a master's thesis which is going to be another self-developed project. I am happy to have chosen this education from Germany.

Top-quality education, and better facilities, with a focus on research work, are some of the main reasons for studying abroad and earning an international degree. Overseas colleges offer a wide variety of courses and specialized degree programs that aren't easily available back home. The job opportunities and pay packages after a degree from a top international college in India are unmatched. There is a diverse range of courses offered at international universities, including research opportunities and skill-based training and even in the one, I have opted for, the curriculum is well advanced and it incorporates a lot of practical sides of learning too which will be quite helpful for me to gain real hands-on experience. This helps open up numerous new educational options and expands my horizons. Pursuing a degree abroad suggests to employers that I possess the courage, flexibility, cultural awareness, and know-how about how others work and think. This makes me highly sought after by employers. The pay packages and job roles offered by top tech companies to international degree holders are unmatched and I will also develop skills that can be useful to adapt to various work environments in the future in India.

Neu-Ulm University of Applied Sciences is Germany's one of the largest, top-ranking institutes. The University provides various student services including a range of clubs and sports. At the same time, the University has a Student support system that connects with staff and services, government and media to the benefit of students and their interests. It improves student's experiences collaborating with the management and services. They largely provide hands-on experience and the courses are all well constructed giving additional support to all the student activities. The lecturers are very interactive and study is supported with public transport, a library and medical centre and everything I could need to study well. All these are the academic perks behind the finalisation.

With a professional degree in Communication & Design for Sustainability, I can look for jobs as Design Manager, Visual Designer, Creative Services Manager, in various industries. I can get to design and develop smart products and systems for the digital world, web-based products, interfaces for online transactions, interfaces for control-display panels industrial control systems etc. The growth of the digital economy globally and in India has given rise to an exciting interdisciplinary field- Communication Design. As I am into a vast area of opportunities, I would focus on theoretical knowledge and professional skills to understand fundamentals of design and its application on various digital products- mobile websites and apps, web-based products & solutions in different industries including gaming, education,

transportation, healthcare, banking and retail. I will be able to professionally handle visual experience and develop an in-depth understanding of factors that influence Communication Design. Flipkart, Videocon, Orient, Symantec India, Snapdeal, Accenture, Tanishq, J.P. Morgan, and Tata Consultancy Services are the reputed firms that hire individuals who are skilled in Design. Communication & design is one among the highest-paid design job in India, with a typical interaction designer earning an average base salary of INR 7.64L per year. An entry-level designer may earn a salary of INR 4L annually, but keep in mind that jobs in the field may be limited due to their niche nature and as I earn this education from Germany, I will have an upper hand in all the prominent designations related to the same.

A family is an important institution that binds its members in the bond of love and care. It is the place where a child gets to know about values like loyalty, integrity and unity. Family is among the longest-surviving Indian institutions that play a major role in a person's growth right from birth and for me, as I am in a very healthy environment, it is something that pulls me close wherever I go. Structurally, the Indian joint family includes three to four living generations, including grandparents, parents, uncles, aunts, nieces and nephews, all living together in the same household, utilizing a common kitchen and often spending from a common purse, contributed by all. It has been the same for me also and at present, we have developed a family on our own including a father, mother and a younger brother who is a student and has other related busy schedules. This family structure is very well-suited to India's current working conditions, and often family-run businesses will prefer to hire family members over anybody else out of preference. It is the same in my family too. I am the one who takes my parents for regular medical check-ups and I respect that a lot. I do spend a lot of time conversing with them and also building a close tie with my family. Upon all these, I will be returning home as soon as I complete my studies.

DECLARATION.

I am enthusiastic towards this education and I can be a solid one in the upcoming job opportunities in Indian Media Scenario. And with this statement of purpose, I will be open to the academic, professional as well as plain academic intentions behind the same.

Regards,
Devi Ashok.