

STATEMENT OF PURPOSE

My name is Helvin Paulose, and I am a fervent individual with a deep-seated passion for technology, artistry, and societal impact. I am thrilled to apply for the Bachelor's degree in Graphic Design at Vistula University in Warsaw, Poland. This program presents a unique opportunity to refine my abilities and merge my technical knowledge with creative expression.

My academic journey has been both rigorous and rewarding. I completed my higher secondary education in Computer Science from the Board of Higher Secondary Kerala State, achieving a score of 59.3%. Prior to this, I completed my 10th grade under the CBSE curriculum with a score of 67%. These experiences have instilled in me a strong foundation in both theoretical and practical aspects of computer science.

Beyond academics, I am recognized for my energetic and enthusiasm for learning. I am adept at forging meaningful relationships and am deeply committed to continuous personal and professional growth. These qualities, combined with my academic background, make me well-suited for the Graphic Design program at Vistula University.

The art market is expanding dynamically both in Poland and internationally, and the resurgence of the advertising industry is evident. With a keen interest in art and an inherent artistic flair, I am eager to explore studies in Graphic Design, at Vistula University. This bachelor's program will equip me with practical skills and knowledge, enabling me to excel as a graphic designer in the advertising sector or to pursue artistic projects.

Studying Graphic Design at Vistula University will immerse me in the evolving digital landscape. The curriculum, which includes 70 percent practical classes, professional placements, and outdoor painting, promises a hands-on learning experience. This approach will help me develop essential skills, blending traditional artistic techniques with advanced digital methodologies.

During my studies, I will focus on artistic graphic design, mastering printing, drawing, painting, illustration, and photography techniques. I will learn to use various forms and tools of artistic expression, fostering my independence and readiness for creative endeavors. Additionally, I will gain a comprehensive understanding of the art market and advertising industry, including the principles of intellectual property protection.

Vistula University also offers the chance to delve into interdisciplinary graphic design, providing the knowledge necessary for the advertising industry. I will

acquire competencies in visual communication design, learning to apply graphic design in advertising and marketing. The program will teach me how to create in different techniques, prepare and process graphic materials digitally, design multimedia projects, and utilize AI technology in digital imaging.

Poland, with its rich cultural heritage and vibrant art scene, is an ideal place to study graphic design. The country's dynamic blend of tradition and modernity provides a stimulating environment for creative individuals. Warsaw, the capital city, is a hub of innovation and culture, offering numerous opportunities to engage with the art community and gain exposure to contemporary design trends. The city's history, combined with its forward-thinking approach to technology and art, makes it an inspiring place to study and grow.

I am proficient in English and Malayalam, which will facilitate my adaptation to the multicultural environment at Vistula University. This linguistic ability will enable me to collaborate effectively with peers and faculty from diverse backgrounds.

I am confident that the Bachelor's program in Graphic Design at Vistula University will provide me with the platform to achieve my aspirations. I am eager to contribute to and thrive within the vibrant academic community at your esteemed institution.

Thank you for considering my application.

Sincerely,

Helvin Paulose