Masters degree- (M.A)Interactive Media Systems •
Technical University of Applied Sciences Augsburg, Augsburg

Statement of purpose

I am delighted to introduce myself as Muhammed Jassim Jaleel, and I desire to get an M.A. in Interactive Media Systems from the Technical University of Applied Sciences Augsburg in Germany. This degree complements my academic and professional background in Industrial Design while also providing me with enhanced skills for success in the complicated global arenas of design and communication. Through in-depth learning in digital media, crisis management, and cross-cultural communication, I hope to gain the competence required to develop tactics that effectively engage various audiences. This training will help me improve my ability to manage dynamic campaigns and handle real-world design difficulties in a quickly expanding market. I am convinced that my history aligns with the program's application standards, and I believe I can provide acceptable justification for my choice of study.

Coming to my learning, I have done tenth grade from Indian International School, Mangaf in 2016 and also did higher secondary education from Vidyodaya School, Thevakkal in 2018. I have been an individual who is inclined to the design domain and hence, I opted to learn Bachelor of Design (Industrial and Product Design) from the reputed University of Petroleum and Energy Studies (UPES). I am very proud to present on two of my internships which was from The Y Brands as well as Moziac Architecture and Design as Visual Design Intern and Product Design Intern. I could elaborate on my skills and experiences through three creative works including VINDE- A thriving based case study explores the growing popularity of second - hand shopping and focusing on sustainability, Pufftoss- A chips product that emphasises strong branding and attractive packaging, Khana- a cloud kitchen user experience study that focuses on delivering high quality food at minimal cost, while utilizing minimal space. Later on, I pulled out a great career pathway as a User Interface Designer at TCS which is still being resumed.

I chose to pursue an M.A. in Interactive Media Systems at the Technical University of Applied Sciences Augsburg because it complements my current position as a User Interface Designer at Tata Consultancy Services and my academic background in Industrial and Product Design. In my profession, I've come to understand the crucial relevance of integrating design with successful communication. My current responsibilities go beyond designing visually appealing interfaces to ensuring that they communicate well and engage a wide audience. I constantly meet instances in which a better understanding of communication methods would improve my cooperation with marketing teams, allowing me to create messages that resonate in several markets. The Interactive Media Systems program offers an excellent foundation in developing, conceptualizing, and operating interactive media systems, preparing me to tackle complex design and technical challenges collaboratively, and empowering me to excel in an increasingly dynamic field.

For instance, while working on a project for a global client, I realised that design choices alone were often insufficient to properly transmit the brand's message across diverse cultural contexts. This experience showed the importance of strategic communication, in addition to design. Pursuing an M.A. in Interactive Media Systems will help me improve my abilities to include communication methods into my design process. This curriculum, developed for graduates of media informatics, media and communication design, and allied subjects, will enable me to contribute more effectively to initiatives requiring both creative and strategic thinking. It will also prepare me to lead communication efforts, ensuring that my designs attract audiences while also aligning with overall aims and trends.

The master's program in Interactive Media Systems offers invaluable benefits by blending design theory with practical skills in interaction and technology. It provides an in-depth understanding of advanced design concepts, human-computer interaction, and ethical considerations, equipping students to develop and manage user-centered projects in a global context. Designed as a three-semester, non-consecutive program, it places a strong emphasis on practical application through a Master's project, which allows students to specialize in one of three key areas: Human-Computer Interaction Design, Game Development, or Mixed Reality. This structure prepares students to navigate the complexities of digital and interactive environments, focusing on staying responsive to evolving trends and ethical challenges. This learning experience will provide me with essential insights into the digital landscape, empowering me to create designs that align with user needs, cultural nuances, and advancements in technology.

I chose Germany for my master's in Interactive Media Systems due to its global reputation for academic brilliance and innovation. Germany is home to some of the world's best universities and offers a high-quality education system that combines practical experience with academic ideas. Germany, as a worldwide commercial and media powerhouse, provides exposure to a wide range of businesses and cultures—an invaluable advantage for anybody looking to flourish in interactive media on a global scale. The country's strong emphasis on research and development, combined with its increasing design and media landscape, offers chances to investigate cutting-edge techniques, technologies, and practices in media communication and interaction. The program's emphasis on international perspectives and its hands-on approach align perfectly with my career goals, equipping me with the skills to manage global media initiatives and implement innovative design strategies effectively. Additionally, Germany's stable economy and central role in European business make it an ideal environment for gaining valuable experience and advancing my career in interactive media.

I chose the Technical University of Applied Sciences Augsburg for its M.A. in Interactive Media Systems program, which emphasises practical learning and industrial ties. The university's strong linkages to the design and technology industries provide excellent real-world experience, and its international focus allows me to obtain a cross-cultural perspective alongside classmates from many backgrounds. This combination of practical experience and a global perspective fits nicely with my ambitions to flourish in interactive media on a worldwide scale.

The Technical University of Applied Sciences Augsburg offers a personalized learning experience through its small class sizes and experienced faculty, supported by modern facilities that enhance hands-on practice in areas such as Human-Computer Interaction Design, Game Development, and Mixed Reality. In the "Core Subjects" module, students can choose two out of four courses in the field of Interactive Media Systems, allowing for a tailored educational experience. Additionally, a variety of workshops and seminars led by industry experts provide practical insights into current topics. Located in a vibrant region of Germany, the university's proximity to major business hubs fosters networking and career development, making it an ideal choice for my professional growth in interactive media.

After completing my M.A. in Interactive Media Systems, I intend to return to India and work as a User Experience Lead, Interaction Designer, or Digital Product Strategist. I want to work for top corporations like Tata Group, Reliance Industries, or multinational firms like Unilever and Nestlé, where I can use my expertise to create intuitive and powerful digital solutions and strategies. My responsibilities will include creating user-centred designs, implementing smooth interactions, and driving digital strategies that resonate with consumers in India and around the world. With my Bachelor's degree in Industrial Design, I will be able to demonstrate my skills in interactive media through documentation. The Master's degree emphasises project-based learning, allowing me to delve into important topics such as Human-Computer Interaction Design, Game Development, and Mixed Reality. In the long run, I hope to move to positions such as Head of Design or Chief Design Officer (CDO), where I can manage new initiatives that combine design and business strategy to improve user engagement and support long-term success. By working with established industry leaders or nimble startups, I hope to promote significant, culturally relevant design ideas that support business growth and improve the overall user experience.

I believe that this statement of purpose provides a clear picture of my academic ambitions and professional goals. I am confident in my goals and guarantee you that I will be a credible candidate for future opportunities in India. As someone who values the evolution and changes in the media landscape, obtaining an M.A. in Interactive Media Systems will surely help me improve my skills and understanding in this area. I am excited to use this knowledge to make a substantial difference in the Indian media business, where I hope to find lucrative chances. Thank you for considering my application.

Regards
Muhammed Jassim Jaleel