

## LETTER OF MOTIVATION

I am grateful to introduce myself as Devi Ashok and I have embarked on my academic journey to be a part of the program - Communication and Design for sustainability MA from the University of Applied Sciences Neu- Ulm for the October Intake. As I have understood from my experience, effective communication is key to making the audience understand and appreciate the sustainable design choices. By defining our objectives, simplifying complexity, using visuals and storytelling, and engaging in dialogue, I can convey the principles and impact of the design. In today's world, sustainable communication design is gaining prominence as more individuals and businesses strive to minimise their environmental impact. However, conveying the principles and intentions behind a sustainable design to an audience can be a challenge and it is here, my international learning will be a core factor for the future in India.

I am indebted to explain to you my background. I did tenth grade and higher secondary education from the school of the Good Shepherd in the years 2016 and 2018 respectively. After that, I gradually progressed to choose a Bachelor in Design (BDES) with a specialisation in Communication Media and Graphic Design from the University of Petroleum and Energy Studies. Over the years of two and a half, I have worked as Junior Graphic Designer at Newton School ( Bangalore) and have also served as Graphic Designer at Edfund ( Bangalore). I have been actively engaged in freelancing associated with Verdant Interior, SOL, TRI etc.

As aforementioned, I studied Bachelor in Design with a specialisation in Communication Media and Graphic Design, and have also gained practical experience as a Junior Graphic Designer and Graphic Designer which has given me fewer realisations that this area of mine can be used for practical skill development. I've always been passionate about the power of design to communicate ideas effectively which I have tried to demonstrate whole through my career ladders. However, as I progressed in my career, I began to realise the significant role design can play in driving sustainability. One of the first instances where this realisation struck me was during a project for a client who was focused on promoting eco-friendly products. While designing the marketing materials, I noticed how the choice of materials, the design process, and even the messaging could significantly impact the promotion of sustainable practices. This experience made me more conscious of the environmental implications of my work as a designer.

Another major moment came when I was working on a branding project for a local NGO that focused on environmental conservation. The key challenge was to build designs that not only conveyed the organisation's mission but also inspired action toward sustainability. This project made me aware of the gap in my knowledge regarding how to effectively combine communication and design with sustainability principles. Moreover, during my studies, I launched an online thrift store as a personal project, where I promoted sustainability through design. This initiative allowed me to experiment with designs that encouraged consumers to

rethink their purchasing habits and embrace sustainable fashion. The positive feedback I received for this project further fueled my interest in how design can contribute to sustainability. These experiences have led me to pursue an MA in Communication and Design for Sustainability in the University of Applied Sciences Neu- Ulm for the October Intake. I believe this program will equip me with the skills and knowledge to create designs that not only communicate effectively but also contribute to a more sustainable future. My primary and genuine intention is to become a leader in sustainable design, using my skills to make a meaningful impact in the industry.

In this Master's degree programme MA in Communication and Design for Sustainability the University of Applied Sciences Neu- Ulm, I will learn to recognise transformation potential, design solutions and communicate them - for companies and institutions, for society and politics. The programme uniquely combines a highly topical mindset with critical theory and practical application. I will learn how to design transformation and transition processes transparently and how to plan and communicate them with the involvement of various stakeholders. The course covers design theory, sustainability communication, alternative economic models, transformation models, media production, design futuring and design fiction.

I have heard from various reviews that most of the German institutions have excellent reputations, providing us with a top-notch education valued by employers worldwide. They do have a strong and sensible focus on In-Demand Skills and the majority of the institutions offer customised programs to meet industry needs, ensuring that I graduate with the skills employers are actively seeking. For Indian students with qualifications in these high-demand fields, the nation offers a clear path to a successful career launch after graduation. I would like to point down to the major factors that made me finalise this country over others. The teaching faculties of the University of Applied Sciences Neu- Ulm are very welcoming and have expertise in various topics. Moreover, the education system has a well-structured curriculum that is designed to meet the demands of various industries. The academic spaces in Germany usually encourage their students to practically learn on subjects. When studying in the nation, courses are often flexible and structured in a manner that I get time to study as well as interact with professors. In short, I will get to adapt the most innovative teaching methods in the nation.

The University of Applied Sciences Neu- Ulm as such makes a significant contribution to the personal development of the students in terms of motivation, sense of responsibility and professionalism. They offer a highly individualised and good teaching and learning environment with excellent infrastructure and student support. The offer of high-quality continuing education consolidates a good reputation in the field and I am glad to have opted

for this University over all others. The University of Applied Sciences Neu- Ulm largely promotes application-oriented and interdisciplinary research, knowledge and technology transfer as well as research networks which are all extremely beneficial for my program of study.

After completing my MA in Communication and Design for Sustainability in the University of Applied Sciences Neu- Ulm, I see a wide range of career opportunities in India where I can make a meaningful impact. With the growing awareness and emphasis on sustainability across various industries, I believe my specialized skills will be in high demand. In India, companies like Tata Consultancy Services, Infosys, and Wipro are increasingly focusing on sustainable practices, and I envision myself working in roles such as Sustainability Consultant, Sustainable Design Strategist, or Communication Specialist for sustainability initiatives. These positions would allow me to apply my expertise in designing and communicating sustainability strategies that resonate with diverse audiences. Additionally, organizations like TERI (The Energy and Resources Institute) and WWF India are deeply involved in environmental advocacy and sustainable development. Working with such organizations would be an incredible opportunity to contribute to larger-scale sustainability projects and drive positive change. My personal goal is to return to India at the earliest opportunity after completing my studies. I feel a strong connection to my roots, and I am eager to bring back the knowledge and skills I've gained abroad to contribute to India's sustainability journey. My ultimate aim is to help Indian companies and communities embrace sustainable practices through innovative communication and design, making a tangible difference in the world around me.

My long-term goal is to become a sustainability-focused design professional, working at the intersection of communication, design, and environmental responsibility. I want to use my skills to create campaigns, products, and solutions that promote sustainable living and environmental awareness. By joining this program, I will be equipped with the knowledge, tools, and mindset to develop innovative design strategies that contribute to a more sustainable future. Upon completing my degree, I plan to return to India and apply my skills in the growing field of sustainable design, helping businesses and organizations adopt more eco-friendly practices and contributing to the global sustainability movement.

In conclusion, I am confident that the MA in Communication and Design for Sustainability at the University of Applied Sciences, Neu-Ulm, will provide me with the academic rigor, practical experience, and professional connections I need to achieve my goals. I am excited about the opportunity to contribute to the field of sustainability through design and communication, and I look forward to the possibility of being part of this dynamic program.

Thank you for considering my application.

Sincerely,  
Devi Ashok