Megan-Lee Moulang

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Application for Communication Design Elective

Dear Selection Panel,

I am writing to express my enthusiasm for the Communication Design elective for Journalism year three at Rhodes University. After two years of immersive journalism studies, I am excited about the opportunity to delve into the creative and visual aspects of journalism, and I believe that this elective is the perfect avenue to do so.

From the beginning of my journalism journey at Rhodes University, I have been captivated by the power of design in conveying information and stories. Effective communication is not only about the written word but also about visual elements that enhance comprehension and engagement. The Communication Design elective aligns perfectly with my desire to explore this interdisciplinary approach to journalism, where I can learn to create visually compelling narratives.

I am particularly drawn to the potential of graphic design, infographics, and multimedia presentations to make complex stories more accessible to a broader audience. In a media landscape saturated with information, the ability to distil and present data in a visually appealing and understandable manner is a highly valuable skill. I am eager to learn from the experts in this field and gain hands-on experience in creating visual content that informs and inspires.

Throughout my academic journey, I have demonstrated my commitment to journalism through my academic achievements and involvement in journalism-related activities such as Activate (The Social Media Team and the Sports Section.), Job Shadowing initiative and other journalism-related side projects. I am confident that the Communication Design elective will provide me with a unique set of skills that will complement my existing knowledge and open doors to exciting opportunities in multimedia journalism.

I am excited about collaborating with fellow students passionate about visual storytelling and communication design. Together, we can explore innovative ways to tell compelling stories and engage audiences across different media platforms.

I am thrilled at the prospect of joining the JMS3 elective in Communication Design. While my prior experience in design may be limited, my passion for visual storytelling and communication design runs deep. I'm enthusiastic about developing these skills and contributing creativity to this field.

In the past, I've dabbled in design through personal projects and have taken courses in graphic design, however, this was done informally. I have also made newsletters for a gym every month, and I create their social media posts. These experiences, though slim, have ignited my interest in design principles and their powerful impact on conveying messages effectively. I have additionally made a website where I have added my additional work and coursework.

Regarding computer proficiency, I am well-versed in essential design software, including Adobe Creative Suite (Adobe Express, Photoshop, Illustrator, InDesign). My general computer savvy and quick learning ability enable me to adapt to new tools and software efficiently, ensuring I can keep up with the ever-evolving digital design landscape.

I understand that prior experience is not required for admission, but I am eager to leverage this opportunity to expand my skill set and contribute to the elective. I am committed to embracing the challenges and learning experiences that come with this journey, ultimately harnessing my creativity and computer proficiency to excel in Communication Design. This elective will be the ideal platform to cultivate my design expertise and contribute meaningfully to visual communication.

Thank you for considering my application for the Communication Design elective. I am eager to embark on this creative journey and believe that this elective will empower me to become a well-rounded journalist with the ability to make a significant impact through the power of visual storytelling.

Sincerely,

Megan- Lee Moulang

To access my Application:
1. Google Drive Link:
   https://drive.google.com/drive/folders/1q3QkWH8znvIkF6rER6hr3VmPhO88r--9?usp=sharing
2. Website link: