

LETTER OF INTENT
Design Major (BFA)

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Since I was a child, I knew I wanted to work with art and technology. At a young age, I would spend hours editing my own movies and slideshows using Windows Movie Maker. Simultaneously, I would spend nights doodling and designing clothes. Because of my passion for drawing, I am enrolled in the Studio Art Major since Fall 2017. I still do enjoy the program, but I do not feel like it fulfills all the facets of my talents and passions. After doing plenty of research and meeting with an advisor, I know without a doubt that the scenario most befitting for me is acquiring a Major in Design with a Minor in Computation Arts.

It is only since my first semester in the Studio Art Major that I realized a duality between studio and digital arts. After almost two semesters of being in this program, I know that I miss working with digital medium, like photography and videography. However, it doesn't mean that I dislike studio arts. I believe that Design would allow me to merge digital medium with my passion and knowledge of drawing, sculpting and theory into my designs seamlessly. To me, art is my own way to express myself and to communicate ideas. Therefore, I want to be able to investigate the ways in which design converses with the user; I want to be able to understand the societal and environmental impacts of these interactions. I am completely fascinated by the core of design. Thus, from the way the creation is intended to accomplish a goal and is directly related to the user's experience. It is what I am passionate about and the way I plan on orienting my skills and my work. Therefore, the Design Major would allow me to deepen my understanding and the efficiency of my work, while its combination with the Computation Arts Minor would sate my desire to understand and work with technology.

Studio Arts has been an extremely fulfilling experience. Within the past year, I have been able to broaden my theoretical and critical knowledge of art and I have created a plethora of projects that I am proud to showcase in my attached portfolio. With skills from numerous mediums, my projects range from film photography and video projects, to creating metallic sculpture, and even producing a short "zine"; I created a short magazine titled *2x2 (2017)*, which was a project featuring 6 of my drawings comprised of graphite and archival ink. Currently, I am in the middle of my semester long *Sculpture 210* project, for which I am working with metals and learning how to use the equipment within the various CTC workshops. I am patiently trying to teach myself how to utilize Adobe Suite, and am beginning to work with a 3D modeling program called *Blender*. I am most familiar with the programs Adobe Premiere Pro, and Adobe Photoshop and I possess knowledge about using cameras, from 35mm film to DSLR. I also own and frequently shoot video using a Sony VX-2100 camcorder, it is a professional quality camcorder with fully manual recording settings that I can set up to shoot the best quality video in any environment. I am looking forward to making use of the private editing suites Concordia offers and am very enthused to explore the VC-Lab. I am comfortable using these tools, however I am seeking to learn ways in which I will be able to convey my work and its message in the strongest way possible. I am determined to join the design program with an open mind and to wholeheartedly absorb and collect as much information as I can. I am patient and strongly believe that design is the program in which I will excel the most.

To conclude, I feel like Concordia has so much more to offer than anywhere else. I want to continue learning from all of the extremely talented and knowledgeable staff at Concordia. I am so enthused about being apart of the Concordia Design and Computation Arts Department and am exited to take advantage of all of the equipment, resources and workspaces that are offered. Accepting me into the Design Program with the Computation Arts minor would provide me the best of both worlds. For me, it encapsulates my own goals and interests pertaining to art and the way it communicates with us each and every day. Without a doubt, I know that my place is within the Design program.