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Darin Faber,

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Interactive Media Management,

School of Media And Design,

Algonquin College,

1385, Woodroffe Avenue,

Ottawa, Ontario, Canada.

Dear Professor Faber,

**Letter Of Intent – INTERACTIVE MEDIA MANAGEMENT (Graduate Certificate)**

I am writing to lay out my intent for applying for the impactful program of Graduate Certificate in Interactive Media Management. Amidst my current career objectives is to pursue a career entailing a specialty in creating enjoyable and helpful media, in curating innovative and interesting ways to help people through the domains of Information and Communication Technologies on the web and digital media.

**Personal History Profile**

As a young student, I was always creative, I also excelled in the sciences and enjoyed it as an interest. I researched and found the concept of biochemistry quite fascinating and went for it as my first degree. I performed exemplarily in Biochemistry, graduating with a CGPA of 4.62 in 2019 cohorts – as evident in my transcripts.

However, in my penultimate year I realized the ideas and methods of biochemistry being taught in university were not practiced in industry and were hardly applicable in my country. This happened when I did my internship in a pharmaceutical firm where I saw the disparity hands-on. I was disappointed by this, but I made sure to finish with a first-class grade in biochemistry.

Upon graduation in mid-2019, I got a job as an administrative assistant where I improved my writing skills, ability to develop structured and logical content and organize data in English. Here, I had ideas for advertisements, apps and websites that could ease the stress of the staff and help the pupils e.g., apps that helped geolocate pupils in the school premises and evaluate pupils’ performances in class, but I did not know how to.

I researched and found that to create software and interactive media such as advertisements, you need to learn some skills. I started with software development, particularly frontend / client-side development. In the middle of the pandemic, I taught myself the technologies for frontend engineering by designing and building websites and from platforms such as [Freecodecamp](https://www.freecodecamp.com/) and Udemy. I relished the creation of interactive and dynamic user interfaces with the knowledge I acquired from these platforms, JavaScript especially. I also fancied the process of imagination, creation and debugging, but I was not learning as much as I could. I decided to acquire further knowledge and practice of software development and user interface design and improve my skills in an organized and focused environment.

**Why I intend to study Interactive Media Management**

My dedication to self-improvement in web design and development inspired me to search for a program that will cover my desired skills such as UX design, motion graphics and animation for the web, frontend, backend, and database development. In the time that I introduced myself to the concepts of frontend development, I found that these skills work best when integrated and are intertwined in creation of user interfaces with enjoyable experiences for the web.

Enrolling in the class of Interactive Media Management 2021, will give me the opportunity to further enhance my current skills, for instance, the web design course in level one of the program will expose me to a wide range of design techniques that will help me hone my current abilities. I will also be introduced to and educated in additional technologies such as apps from the Adobe suite (Adobe Illustrator and Adobe Premiere Pro), PHP and MySQL and will be guided on making motion graphics for the web. These will empower me to fulfil and exploit my career goals to the fullest.

I am looking to learn in a practical and diversely educational environment, and I will appreciate the opportunity to learn from the resourcefulness of the faculty and staff of Algonquin College.

**Software Experience**

I learnt frontend development by creating [websites](https://ajagbe.netlify.app/) with technologies such as HTML, CSS, Bootstrap and JavaScript. I also taught myself to use JavaScript with NodeJS, ExpressJS and MongoDB in the creation of the backend of CRUD apps like this adaptable [API](https://github.com/ajagbetobi/mini-API) and will be making full stack apps with these skills in due time. I also use prototyping tools, Figma and Adobe XD, to design websites I make and Adobe Premiere Pro to create and edit videos such as [this](https://drive.google.com/file/d/159jHxNjd4Mts7rn-C89KS-oG3iVxnDLm/view?usp=sharing).

**Post-graduation Plans**

Upon graduation, I intend to develop an app that curates dynamic rich media content from the web based on the user’s preferences. It will include additional features such as individual trainings for desired skills. I intend to use this app to solve the problem I faced when I started learning software development. I will also develop a strategy incorporating interactive websites, a mobile application to educate on discipline oriented practices such as social responsibility and financial literacy, in order to provide solutions to ethical and financial issues we currently face as individuals in the software and media industry.

Enrolling in the class of Interactive Media Management 2021 will indeed put me on the career path I have chosen. I hope to hear from you soon. Additional information is reflected in my [resume](https://ajagbe.netlify.app/).

I work to the highest standard with commitment to achieve my goals. Through my motivation and conscientiousness, I push myself to move forward with my passion for creative media daily. It would make me glad if my application is considered and I assure you that you will not regret it.

Thank you.

Best Regards,

Stephen Ajagbe