*How will opportunities at Purdue support your interests, both in and out of the classroom? (Respond in 100 words or fewer.)*

Design and basketball are big parts of my life. Although they don’t have much in common, they complement each other forming a balance in my life. I have two goals in life: to express myself through design work and to keep connected with other people through basketball. Purdue supports both. Its American Institute of Graphic Arts Organization would enable me to exchange creative, artistic ideas and design skills while surrounded by a diverse student body with similar passions. Moreover, Purdue’s Intramural basketball team and facilities would enable me to continue basketball and be a part of a sports community that I feel most comfortable in.

Comments: Though you are required to answer less than 100 words, this is still a very simple “Why Purdue?” Essay. It is clear and evident that you have researched the specific things in Purdue that can support your interests, but I believe that this essay can be more personal (as it really talks about your interests) by upgrading the wording and integrating a bit more of your personality. Remember that you want to show the most interesting parts of your life to your admission officers so try to show more of that instead of listing down what you’re interested in.

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*Briefly discuss your reasons for pursuing the major you have selected. (Respond in 100 words or fewer.)*

The ability to design is a superpower: the ability to communicate in a visual language that can influence people and the decisions they make every day. It amazes me how something as simple as colorful, well-designed posters could get people to buy certain products. If design had the power to do that, what else could be possible? I want to study graphic design because I want this superpower to influence and impact people and their decisions. I aspire to leave my mark in this world, and I want to do so by making a positive impact through my design works.

Comments: Love the use of the word “superpower” here as it makes the major your pursuing should cool. However, your essay here still follows a basic reasoning answer, which is great but could be much better if you shed some light to a specific experience where it really solidified your interest in Graphic Design. I’m pretty sure that you’ve had that one changing experience with Graphic Design that really inspired you to go forward with it.

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*Please briefly elaborate on one of your extracurricular activities or work experiences. (250 words)*

My first ever job was as an intern in a local startup company: Skitchen. They had just recently started producing and selling cast iron cookware online, and they had planned on selling them in retailer stores as well. They tasked me with designing the packaging for their two most popular products: the Denver Dutch Oven and the Stockholm Skillet. Before then, I had never had the chance to produce designs in a professional environment. Therefore, it felt new and thrilling. I got the chance to go through the whole design process from planning my designs to actually making it, and then having it be printed out and used as their retail packaging in one of the biggest premium grocery stores in Indonesia: Ranch Market. Through this internship, I learned not only how to effectively brainstorm for ideas but also how to present/pitch said ideas. I gained collaboration and communication skills in a professional setting. At the end of the day, the work was always fun and this internship confirmed my decision to work as a graphic designer in the future.

Comments: I love that you talked about an internship here and that you mentioned what you did in this internship. Despite showing off your experience and skills, I believe that this essay could be more of a story instead of an essay that just simply lists what you did and what you learned. Why write a story? You may ask. Always remember that AOs love stories over an essay loaded with incredible facts so try to engage your AOs into a journey that they’ll never forget through reading your story. Moreover, many other applicants would normally write in the essay style instead of a story, so try to be that different applicant who will stand out amongst other applicants.