Your Name

Instructor Name

Course Number

Date

 UI/UX Design (Interaction Design)

 The world of technology is advancing at a very fast pace; so fast that a number of unbelievable tasks are achieved in a blink of an eye. There are a number of fields which have benefitted from this advancement of computers and softwares. Prominent fields in this respect are web designing, graphic designing, and app development. Due to all this progress, one of the major areas that are rising very speedily in the global spheres of graphic designing is the interaction design, which is all about reshaping the digital experience of the customer and the end-user.

I have always been deeply interested in working with computers and various softwares and because of that, I have developed an interest in graphic designing. Usually, UI and UX designers belong to all walks of life and it does not specifically refer to what exactly their background is. Hence, I feel that the area of graphic designing, graphic designing and app development will prove to be very fruitful for me. I have chosen the Art Center to pursue my degree in the area of graphic designing due to multiple reasons.

The first and foremost reason is its rich history, in terms of, academics and culture. In addition to this, I am deeply inspired by the diverse number and range of courses that this magnificent institute is offering. Art Center provides an opportunity for its incumbents to choose from a wide range of courses, like graphic design, entertainment design, transportation design, media design, industrial design and many more. Another factor that convinced me to apply in this top-notch designing institute is its promising career stability. The students who have graduated from Art Center have never failed to nail a good and promising job opportunity, and are currently enjoying a secure and stable career in renowned companies like Apple, Google, Microsoft and IDEO.

 Coming towards personal capacity, I feel intrigued by a number of projects of Interaction Design. Most of these projects include apps developed for smartphones and the web designs that have been created for various websites. I am, also looking forward to pursue my career in both these areas. My main focus will be on excelling in graphic designing and I Intend to create different web designs and pages for well-known companies like Apple and Microsoft, once I graduate from Art Center.

 Considering the progress and innovation in the area of UI and UX, I feel that there will be a disruptive innovation in both these fields. It will create a new and improved market and a value network that will eliminate or disrupt the already existing market and bring a lot of new things in the market. Some of the very helpful innovations that are currently ruling the world of Interactive design are the humanized versions of forms and multiple communication softwares and apps. The humanized version of forms has been designed keeping in mind the ease and facilitation of the masses. Moreover, Interactive Design has also given rise to video calling and multiple features in it. Both these areas are still under great development and great changes are expected in it in the near future.

 Hence, given all the above details, I am highly positive that my application for admission to your prestigious graphic design institute, Art Center, will bring back positive news, and I will not be disappointed. I am very much hopeful that I will prove to be a bright student for this institute and after graduating from here with flying colors, I will prove to be an extremely valuable asset for some progressive organization.