

Values

In order to have a better chance to obtain employment in today's economy, it is best to have a college degree. I believe that a college degree will help make a person stand out from the competition. It shows that you have taken the time to learn the skills and concepts necessary to succeed in that particular field. I am currently enrolled at New York City College of Technology and pursuing Bachelor of Technology in Communication Design. I believe that a degree in this field can be very beneficial as today's society is based on digital technology.

Communication Design is defined as a mix between design and information-development in which media is communicated to people. It is used to attract, inspire, and motivate people to respond to messages, such as to build a brand, move sales, humanitarian purposes, etc. Using graphic design and communication design interchangeably can be beneficial in creating media channels to reach the target audience. For example, the designers who work for credit card companies will design ads to be advertised through internet sites such as amazon.com or ebay.com because they want target online shoppers. Their skills lie in their ability to think strategically in design and marketing terms.

There are many ways a student can enter the Bachelor of Technology program in Communication Design. Students must meet basic college standards. Students must complete a minimum of 24 college requirement credits and achieving CUNY certification in reading, writing and mathematics. Students will complete a total of 120 program specific credits ranging in courses such as Graphic Design, Photography, Illustration, Web Design, Advertising, English Composition, Broadcast, etc. Graduates of the Communication Design (Btech) degree program are prepared to obtain employment as graphic designers, art directors, web designers, broadcast designers, etc. They will have proficiency in a range of software used in the industry. At the end of the program designers will be able to think critically and creatively to solve communication problems. They would also be able to organize and interpret complex data as well as communicate clearly in speech and writing. I feel that nearing the end of my program I have

achieved all of these concepts plus more. I have learned from the experiences of my professors. They explain how life is in the professional world. I have a better understanding of what mistakes not to make as well as how to better myself from their knowledge and skills.

Throughout my time at college I have learned to use my skills in the real world. I have marketed my skills in order to get clients. My free-spirited and humorous personality has been the rise of my success. I plan on starting a photography business. I have practiced my photography skills at small family parties. From these experiences people have hired me for bigger venues and events. I have invested in top of the line equipment and have learned to use the latest software in which to make edits. People can see the time and effort I put in my work through my pictures. This is what separates me from the competition hence the key to my success. I believe with hard work and perseverance anyone can be successful. I am doing something that I love and I am getting paid very well for it. I believe in pursuing this degree I have learned a lot from my teachers, peers, clients, etc. I believe anyone with creativity and imagination can truly benefit from pursuing this degree. It is not just something you can get out of a book but something you have to practice and perfect. I know that these skills will be with me for whatever profession I choose. Companies always seek out designers who can attract clients to them as well as make others aware that they exist. The world revolves around communication, which is why with this degree; I will always be on the market for bigger and better things.