New York City College of Technology
300 Jay Street
Brooklyn, NY
05/11/2014

I am currently enrolled in Bachelor's Degree in Communication Design/Advertising. My goal for my academic career at the New York College of Technology is to get a Bachelor's Degree in Art and Advertising Design and become an outstanding advertising designer to make advertisement for some commercial TV companies in the future.

As a Communication Design/advertising student, I have ability to do different projects that the clients or company assign me to do, including posters, CD covers, booklets, brochures and other projects involving design. I took many courses about design, such as designing principal, publication media, and typography one like many others do. I can apply my designing knowledge to brainstorm the ideas of the projects. I am also trained to use the most popular designing software like Photoshop, InDesign and Illustrator. So I am able to use them to work on any project effectively.

Communication Design/advertising student requires thinking, research, planning, and organization ability. I believe I can do my job well with these abilities. Before I am starting a project, I will think about what to do, do some research, make an initial plan, and organize the whole layout of the project. Let me give you an example. Last semester in my principal design 2 class, we had to do a project on public signs and their implications. I made thoughts about what are some public signs that we see everyday, did a brief research on what signs the other did, planned what signs I am going to do, so it won't repeat the signs the other did and organized the whole project with related images and texts. These abilities will help me to do better job in workplace.

To graduate from my field, I still have a long journey to go. With more time of training, I will gain more professional knowledge, possess proficient skill in design. I believe I can apply what I learned in school to the workplace as an ads designer in the future.
Sincerely,

Alina Kong