

## LETTER OF MOTIVATION

Dear Sir/Madame,

My name is \_\_\_\_\_, I am a student in the fifth semester of the Undergraduate study program Graphic Product Design at the Faculty of Graphic Arts, University of Zagreb.

I am very satisfied with the choice I have made regarding the study program, since I have always been interested in graphic design and its numerous forms and possibilities. In the first two years of my studies I have acquired solid knowledge in fundamental sciences and disciplines which form the base of my education to a professional graphic designer. The theoretical and practical courses in graphic design itself have provided me the insight into new ideas, methods and techniques. However, I have become aware of the limits that higher education, especially certain specific study programs, is faced with in a small country with a small labour market. This is precisely the reason why Erasmus exchange program and the opportunity to study in another country would be an indispensable part of my university education.

A thorough Internet research of European faculties and universities offering study programs similar to mine led me to the Escuela Superior de Diseno de Madrid in Spain, which I would, without much hesitation, describe as the perfect choice. There are many reasons for such a conclusion, the most important of which are, judging by the content of its home page and students' impressions, versatile design concept, great organization and professionalism.

I am sure that the study programs offered by the Academy would provide different approaches to graphic design and enable me to upgrade my skills. Moreover, I consider studying at Escuela Superior de Diseno a great chance to get familiarized with foreign experts who would help me to advance in this line of work.

Last but not least, I have always been very interested in the Spanish culture. Ever since I had visited Spain for the first time, I knew I wanted to experience it profoundly. Madrid as the capital is a city of great culture: museums, galleries, exhibitions – possibilities for a young creative to have both, a valuable education and exciting and fulfilled leisure time.

I am adaptable, I have good communication skills and I am open to new challenges to develop myself and push my limits further. I am fluent in English and Italian, and I also speak German very well.

Studying abroad with the Erasmus may be a once-in-a-lifetime opportunity for me so I sincerely hope you would acknowledge my application.

Yours sincerely,