

## STATEMENT OF PURPOSE

### Introduction and Family Background:

Today graphics play quite an important role in communication and me Utkarsha Devikar a resident of Nagpur love to play with various forms of communication. Since childhood, I have always been quite an active student. Eventually, my curiosity increased for both art and science. On one side I loved studying science, while on the other hand, I loved crafts and played with colours. I used to participate in science exhibitions and made creative models. I have always believed that science and arts both go hand in hand. Growing up in an academic background, I chose Maths, Chemistry, Physics, and Electronics in higher secondary education.

### Academics and Experience gained

As my journey to become an engineer kicked off, I always knew that studies and extra-curricular helps to develop an overall personality of an individual. And since my college is renowned for the extracurricular activities, I got to know about it's cultural committee in my college and did not miss an opportunity to join the cultural committee, which included theatre, installation, literature, and adverts. This was a turning point in my life, I was captivated by the exploration and was enjoying this soulfully. This is where I discovered how one can put their mind and thoughts in form of art. Initially

**and gave different assignments to explore the process from perspective. Since college was  
also did the job department to university and And Give that I was work in the media field  
later even for Model University in the year 2014.**

Along with my studies, I also got myself trained in softwares like Photoshop and illustrator for putting up my visuals. Additionally, I gained some skills in the traditional painting also. My hard work led me to be the creative head of the committee in the same year. It was the first time in the committee of our college where one gets the opportunity to be creative head in and year, which was later continued for the consecutive year also. I was in charge of all the displays and installations that were created by the college for publicity of the events.

**And the following year was that  
was specially one of my roles to job in the field of engagement of students, The role just started in 2015  
year but it was great opportunity to learn at that time. With the role as the head of the committee of the  
college, I had to work in the field of it was one of the toughest and challenging time of my life that  
was managing my studies and my professional time.**

**While working in the field of one of my jobs in my professional year, I also got an opportunity to explore myself  
as a model in the field of my professional year in a cultural event called Model University Model  
University. It was a really different experience as I was exploring myself in the world. Actually, I also was  
the head of the committee was conducted by the same. I was also with putting the concept and the idea of  
from the only chance to explore every opportunity coming my way and then I had to manage the organization  
level competition. On the top of that, I developed the quality of leadership and communication. With my  
dedication and hard work, I also got the opportunity to be Public relation officer of our cultural college committee.**

While working in theatre and illustration of stage and characters I learned about fundamentals like composition, color theory, perspective and lights with other softwares too. It has given me insights into designing some concepts in visuals. During the lockdown period in our country I learned about typography and basic photography via different courses and experimented with it too. After completing these courses, i decided to do freelancing and its been 6 months now.

**Conclusion**



## **University of the West of England**

The University of the West of England is one of the best universities and recognised exceptionally for its contribution to the field of education internationally. I have gone through the official website of the university which has a very strong and transparent approach to any admiring student who is looking forward to applications. The Graphic Design course they offer is the exact course I want to learn. Additionally, facilities like workshops, seminars, collective projects, competition and so on will help me develop myself as a designer. I have also gone through the notable alumni on LinkedIn which shows proper guidance and placement of university they provide for students.

Not only the university but the location and entire campus of the university is fascinating. Bristol is a vibrant city with creative and colourful architecture. Considering other aspects of being a student, it is reliable and affordable. Hence, the University of the West of England is the most preferable destination for my master's studies.