



YE FANG

KUANG

GRAPHIC ARTS

MULTIMEDIA

pk langshaw, mfa
Department Chair
Department of Design and Computation Arts
1515 Ste-Catherine Street West
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Montreal QC
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Dear Prof. langshaw:

I am writing to express my interest in the Bachelor of Fine Arts for the Computation Arts program at Carleton University.

I graduated with distinction from the NewMedia and Publication Design program at Cégep Heritage College in 2016. I am currently employed there as an Audio-Visual Technician. The tasks assigned to my role include the setup and operation of audio and video equipment, web publishing, social media analytics and promotion, video production, and print design.

Aside from my current employment, I have gained demonstrable skills and practical experience as a Video Editor for Navigator Multimedia, a Graphic Designer for Wellarc and, for over four years, as a Freelance Graphic Designer. I have also applied my skills and knowledge to many of my hobbies including photography, fine arts and video livestreaming/archiving for the local Super Smash Brothers community.

I believe that I have a very strong foundation of knowledge and skillsets regarding my ability to create, both digitally and traditionally. However, I do admit that I am more comfortable with the former. Nevertheless, I will always make an attempt to acquaint myself with any new medium if given the chance to do so. My penchant for a digital creative process has made me familiar with the Adobe Creative Suite, several web programming languages, digital photography and audio-video equipment. Despite this expertise, I have unfortunately never worked in a Mac environment.

I have had an affinity for creativity and computers since a young age, but my passion for digital multimedia stems from something that is ultimately human: the ability to communicate emotion, narrative and experience through any medium. I have a passion for story-telling. I believe that this program is the perfect place to foster, develop and pressure the skills to realize this ideal. Not only that, I believe that this is the program to push that ideal to new boundaries with unprecedented mediums.

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Despite my strong technical abilities, my creative process is very linear. I often find myself at odds in finding abstract solutions. Because of this, I at times try to compensate with said technical know-how. I recognize that solutions such as these can often be time-consuming and more effort than they are worth. One of the reasons I apply to this program is in the hope that, through my experiences here, I remedy this weakness and that I evolve both my craft and as an individual.

Given my experience and my education, I believe I am an ideal candidate for the Computation Arts program. If you have further questions, please contact me using the information at the bottom of this letter. I have included two letters of recommendation as reference.

Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

Ye Fang Kuang

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