



December 12, 2014

Dr. Chui L. Tsang
Superintendent and President
Santa Monica College
1900 Pico Boulevard
Santa Monica, CA 90405

Dear Dr. Tsang,

I am pleased and excited to hear that you are considering offering a baccalaureate degree in Interaction Design at Santa Monica College. We in the media marketing and design industry are experiencing a profound need for more individuals with expertise in this area. I find most students out of college have a general or "print" focused degree, but not one in this area. We also believe that a baccalaureate level of education is necessary to adequately prepare students for jobs in this area of interplay amongst design, user experience, and technology. I support your proposal with enthusiasm and look forward to meeting your graduates as soon as possible!

With regards,

A handwritten signature in black ink that reads 'Lucas P. Aragon'.

Lucas P. Aragon
Design Director, ABC Entertainment Marketing