

December 11, 2014

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

Dear Dr. Tsang,

I am very pleased to hear that you are considering offering a baccalaureate degree in Interaction Design at Santa Monica College. Currently there are no affordable, robust degree programs of this kind in L.A.

At my design firm, Primitive Spark, we are constantly challenged in our quest to recruit new hires. We need junior employees with the kind of comprehensive training and understanding of user experience, design and technology that is required for work on real-world interactive projects.

I enthusiastically support your proposal for the creation of an Interaction Design program at the baccalaureate level so that students (our future staff candidates!) can learn the necessary thought processes and skills to excel in our rapidly expanding and evolving field.

I look forward to meeting your graduates as soon as possible!

With regards,



Jill Vacarra
Partner, User Experience
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