

STATEMENT OF INTEREST

My interest to pursue a master degree in Digital Media from the faculty of communication and Design at Ryerson University is an acquired taste from my previous study a Bachelor degree in communication and media studies from Afe Babalola University Ado Ekiti, Ekiti State. My past experiences with the academia and its practical approach in teaching and learning activities were actively based on real life branding, design, marketing and communication which has helped transform information about an individual or organization, product and its services into personal knowledge which I apply in different situations when I work with clients. The need to grow and adapt to a progressive learning environment has motivated me to pursue my master degree at Ryerson University.

A self-fulfilling prophecy that I aim to attain is to be a genius at my craft, developing interest in my field of study was the influence creativity had on social behavior, brands, movies and all aspects of life. The society I grew up in, as a child conditioned me to believe nothing great ever came out of creativity and after my last study it was a proven fact, everything worthwhile is built on creativity. I understand that it's not enough to be creative and that is why I am applying for the digital media program to gain information, exposure and polish my skills so I can be an advocator of new ideas and creation.

I have a peculiar interest in film production, advertising and public relations. I have always pondered the creativity behind developing advertisement for brands, there are insanelly inquisitive questions about the film production process and to feed my curiosity, I took a course on film production that gave me insight that has grown into a career path that I am assertive will be well accomplished with the digital media program at Ryerson University.

I am deeply inspired and motivated by the TV commercials I watch. I begin to reminisce on the process of the advert from creativity to production. My lecturer Mrs. Oluwashola Omolola who is very well known in the advertising companies in Nigeria

also inspired me. Upon her teachings and illustrations i decided to take courses seriously and initiate self-discipline. Towards this, my thesis was focused on advertising; “Influence of animations in Web Advertising on users” I analyzed the effect of animation in advertisement to viewers. My academic years have been instrumental in laying the foundation and providing enough motivation for me to pursue the research.

In relation with my passion for advertising i worked with a team on an advertising campaign “Munch It” snack as a class project in my final year. The advert campaign involved creative measures on brand awareness to targeted audience. Other media production work like film production, and writing of newsletters were one of the practical’s that made my course interesting and educative. My interest in these courses reflected in my academic progress.

Since researchers say Digital media gives a fantastic scope for cross disciplinary thinking in media-related fields, provides training and research development that will allow me to further hone and improve my understanding of the field is the reason why i am so motivated to take the course and i anticipate to be given the opportunity to study and make the best of my time and represent Ryerson University in my creative lifestyle and career.