



December 15th, 2014

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

Dear Dr. Tsang,

I have worked for over a decade in the field of Industrial Design, interaction design and innovation. Over my career I have witnessed an explosion of products and services that require elegant and efficient interface design to ensure the best possible user experiences. The importance of this work cannot be overstated as more and more of our world is driven by software. We need to educate now the designers who will shape the future!

I am pleased to hear that you are considering offering a baccalaureate degree in Interaction Design at Santa Monica College. We in the technology and design sectors are experiencing a profound need for more individuals with expertise 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,

Jonathan Abarbanel  
Design Director, Innovation  
Sterling Brands