



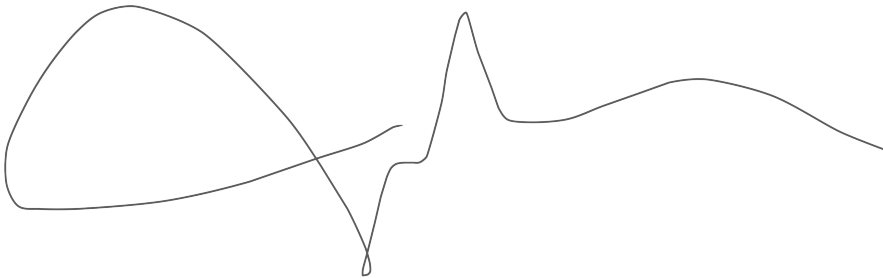
December 3, 2014

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

Dear Dr. Tsang,

I am pleased to hear that you are considering offering a baccalaureate degree in Interaction Design at Santa Monica College. We in media marketing and design industry 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,



Jayson Whitmore  
Partner | Exec. Creative Director  
We Are Royale