



December 15, 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 you are considering offering a baccalaureate degree in Interaction Design at Santa Monica College. Within the entertainment industry, we are experiencing a profound need for more individuals with expertise in this area. We also believe 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,



Sam Zoda
Chief Operating Officer
ITV Studios