



December 14, 2014

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

Dear Dr. Tsang,

I am happy to hear the College is seriously considering a baccalaureate degree in Interaction Design.

The design profession needs practitioners who have been trained to be extremely savvy and deeply thoughtful about user experience – whether that's ultimately employed in virtual or in-person, immersive experiences.

As a member of the National Board of Directors of the American Institute of Graphic Arts (AIGA), I've participated in numerous discussions about the critical need to attract and train a diverse cadre of next generation designers – where better to do that than at community colleges such as Santa Monica College? And due to SMC's reputation as a market leader, this program could serve as a model for other community colleges to consider.

As a long-time Santa Monica homeowner (my residence and my office are very close to SMC) I'm happy to see SMC continually innovate on projects like this.

One of our longest-tenured employees is, in fact, a SMC design student I originally hired as an intern more than 15 years ago.

Best regards,

Kim Baer
Principal and Strategist
KBDA